



Course Title	<b>Leading with Data &amp; Analytics</b>
Description	Developing a data driven culture requires daily business leadership. This course reviews what data driven means and how business leaders can drive the use of data analytics. It reviews defining and using actionable analytics and analytic thinking to improve business performance, analytic maturity and analytics adoption.
Content	Data and analytics trends, challenges and strategy; analytics leadership and management roles; business and analytic strategy alignment; defining actionable analytics; measuring the right metrics; working effectively with IT and data scientists. Includes review of key analytic tools: analytic actionability matrix, metric dimensionality and driver trees.
Duration	1 day
Audience	Operational and Business Unit Leaders
Topics	Data and analytic trends and challenges
	Data and analytics strategy elements
	Business and Analytics Strategy Alignment
	Data and analytics roles
	Defining analytic business questions
	Performance management and KPIs
	Effective visualization and communication
	Ensuring analytics actionability
	Leading Practices and Case Studies