

Adding Confidence to Business Decisions

Nov 29 – Dec 1, 2022
9:00-15:00

Why you should join

Data touches everything we do and our ability to work with data is more important than ever.

Join Amazon's ex-UK Head of Pricing and an ex-Goldman Sachs Strategist in this 3-day, immersive workshop covering the absolute essentials of working in a data-driven world. Participants will leave this course feeling more confident in their understanding and ability to craft and deliver insights from data.

What you will learn

Delegates will take away from this curriculum a number of practical methodologies (i.e. visualising data, identifying true signals from noise, calculating more accurate return on investments, etc.) that are taught through a series of real-life practical examples as viewed from a non-technical perspective.

Program Agenda

The Data Lifecycle™

A foundational framework of the key concepts, capabilities, processes and outputs regarding how the world's top businesses use data to make data-driven strategic decisions.

Data and Analytics Demystified

Learn the art-of-the-possible and how to become an active contributor in value generation by developing an understanding of advanced analytics such as Artificial Intelligence and Machine Learning.

Asking Better Questions of Data

Identification and alignment on strategic priorities is an essential part of data driven insight generation that ultimately leads to forming more robust approaches when generating testable hypotheses.

Data storytelling

Attain one of the most crucial skills in regards to securing buy-in. Assess your audience, their needs and biases, to create a compelling narrative to inform and change minds within a business context.

Registration inquiries please contact:

training@kfas.org.kw