Business Analytics: Identifying and Capturing Value Through Data

"Business analytics is an integral part of modern management. This program will provide you with best practices and tools to identify value capture as well as understand and apply state-of-the art methods to drive value."
The program's Faculty Director Omar Besbes, Associate Professor of Business at Columbia Business School


Faculty Co-Director Omar Besbes, Professor of Business at Columbia Business School

The ability to use data effectively to drive rapid, precise, and profitable decisions has been a critical strategic advantage for companies as diverse as WalMart, Google, Capital One, and Disney. In addition, many current and recent startups such as Palantir and Splunk are based on the application of analytics to large data bases. With the increasing availability of broad and deep sources of information – so-called "Big Data" – business analytics are becoming an even more critical capability for enterprises of all types and all sizes.

In this three-day program, executives learn to identify, evaluate, and capture business analytic opportunities that create value. Learn how to use data to develop insights and predictive capabilities using machine learning, data mining, and forecasting techniques. Next,

find out how the use of optimization can support decision-making in the presence of a large number of alternatives and business constraints. Finally, explore the challenges that can arise in implementing analytical approaches within an organization.
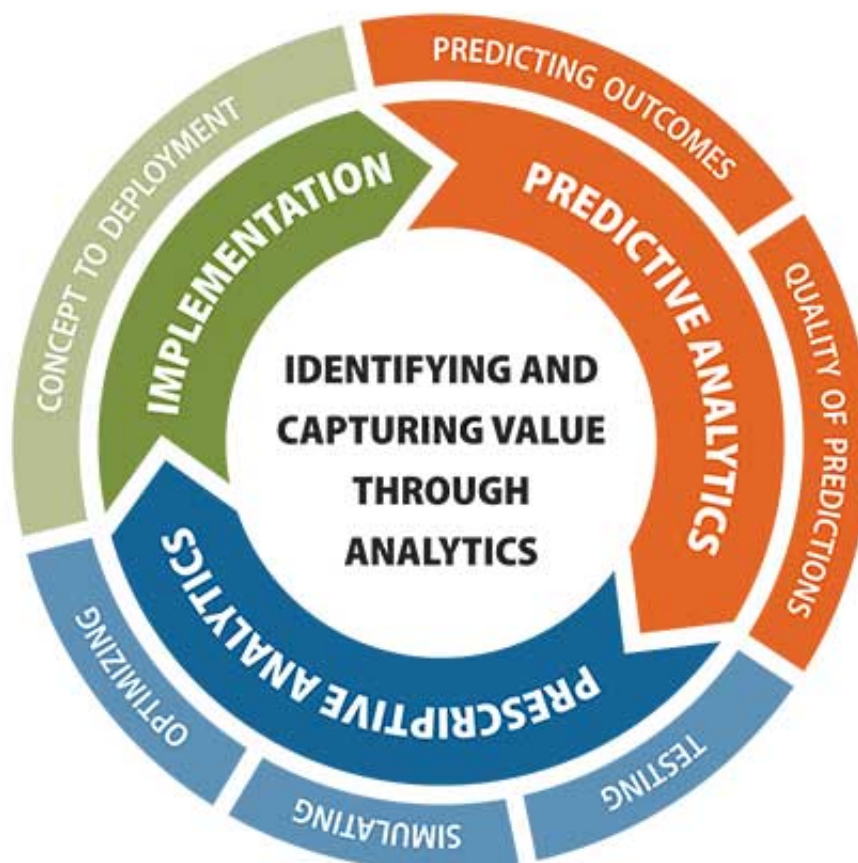
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