

Program Overview



Program Outline

The program is based on ten two-hour sessions, containing both theory and demonstration, as well as an additional management track. The number of sessions can be adjusted to the customer's

need. In addition, dedicated analytics coaches can be added for onsite coaching sessions.

The material (PDF format) will be available for distribution.

Analytics Coaching Program

The importance of analytics to creating business value

With the amount of useful data that is available for organizations today, the demand for using analytical methods is increasing. In a competitive business environment, organizations need to use advanced analytics such as descriptive, predictive, and prescriptive analytics to efficiently translate information into decisions driving business impact. As a result, analytical talent is becoming a scarce resource.

Moreover, aside from having the systems, methods and skills to produce analytical results, the requirements on management and executives to leverage the value of analytics are constantly growing. The ability to consume and apply the analytics produced as well as being able to specify analytical needs is becoming crucial to become a successful leader.

In order to efficiently enable the use of analytics to creating business value, SAS is offering an Analytics Coaching Program. The program addresses both analytical producers and consumers, including management.

The Analytics Coaching program helps kick-start your organization in realizing business value from analytics by addressing these topics:

- what Analytics is and what questions Analytics can answer.
- how to interpret Analytics output.
- what techniques and methods to use and when.
- the Analytics process (how to efficiently deploy Analytics).

Objectives

Analytical Producers and Consumers:

- You will be able to identify the analytical tools and data structures needed for analytic tasks as well as gain insight in designing and deploying an efficient analytical process.
- You will be able to communicate and align with business managers on topics of importance for successful analytical deployment.
- You gain the skills data scientists and statistical business analysts must have to succeed in today's data-driven economy.

Management and Executives:

- You will build a know-how in analytics sufficient to comfortably take decisions based on interpretations of analytics.
- You will build a skillset needed to efficiently manage and interact with analytical experts.

