



BUSINESS DATA ANALYTICS FOR STRATEGIC DECISION MAKING

Interactive workshop, Wednesday, December 3, 2014
UCF Executive Development Center

WORKSHOP DETAILS

In today's information society, managers have access to limitless amounts of potentially valuable data that likely hold answers to such critical questions as how to create forecasts for new products, how to know if advertising is working, or where to set the optimal pricing levels.

Understanding how to analyze big data and uncover its messages requires knowledge of specific tools and methods. Please join us at the UCF Executive Development Center for Business Data Analytics for Strategic Decision Making, an interactive workshop led by UCF's Dr. Amit Joshi and learn cutting-edge techniques for data collection and analytics including dashboard creation.

REGISTER ONLINE at www.UCFEDC.com/Business-Analytics
or CALL (407) 235-3903

KEY BENEFITS

- Understand what Big Data and Analytics are
- Learn about modern data types, and techniques for collecting new data
- Interpret the meaning of new marketing metrics
- Organize your data using cutting-edge Dashboard techniques
- Earn Continuing Education Credits and HRCI credits

ABOUT THE INSTRUCTOR

Amit Joshi, Ph.D., is Associate Professor of Marketing at the University of Central Florida. He holds a Post Graduate Diploma in Management from the Indian Institute of Management Calcutta and a Ph.D. in Marketing from the UCLA Anderson Graduate School of Management. His research, which focuses on Return on Marketing Investment, Social Media, and Branding, uses cutting-edge techniques to solve applied, practitioner-oriented problems. His studies have appeared in the top journals in his field, such as the Journal of Marketing, Marketing Science, and the Journal of the Academy of Marketing Science. He has won several prestigious awards, including the Robert D. Buzzell Best Paper Award from the Marketing Science Institute and the MSI / H. Paul Root Award for the Best Paper in the Journal of Marketing.



PROGRAM CONTENT

- What does new data look like? What exactly is Big Data? How do companies use it to make decisions?
- What are some cutting edge techniques for collecting data?
- Interpreting big data
 - An introduction to the new metrics of marketing
 - How you can use and apply these new metrics
- Hands-on Dashboard creation exercise using Microsoft Excel
 - Real-life application from consumer packaged goods category
- Discussion and Q&A

Registration Options

Enrollment is limited. Reserve your seat today!

- Register Online at
<http://www.UCFEDC.com/Business-Analytics>
- Call (407) 235-3903
- Mail online registration form & check payable to:
UCF Executive Development Center
36 West Pine Street, Orlando, Florida 32801

Program Fees

- \$400 per person if you register by November 12, 2014 (\$450 regular price thereafter)
- This fee includes one day of highly interactive sessions, continental breakfast, lunch, refreshment breaks, parking downtown, and all course materials
- Contact us for UCF Alumni and multi-registration discounts: 407-235-3903