DATA ANALYTICS

24-hour course

Martine George

Martine George holds a PhD in Physics and AI from ULB and an MBA from Edinburgh. She has 30 years of professional experience, including 15 years developing business analytics teams within large organizations from different industries, including ING and BNPP Fortis. She is Professor of Management Practice at Solvay Brussels School. Passionate about developing talent and organizations in business analytics, she is also ICF Professional Certified Coach, facilitator & trainer.

Course Outline

Today, businesses, governments, and individuals create massive collections of data as a by-product of their activity, in particular in the financial sector. Increasingly, decision-makers and systems rely on intelligent technology to analyze data systematically to improve decision-making. In many cases, automating analytical and decision-making processes is necessary because of the volume of data and the speed with which new data are generated.

In this course, we will examine how data analysis technologies can be used to improve decision-making. We will study the fundamental principles and techniques of data science, and examine real-world examples and cases to place these techniques in context, to develop data-analytic thinking, and to illustrate that proper application is as much an art as it is a science.

Data Analytics is a course intended for those who seek to understand data science and those who want to develop their skill at data-analytic capabilities.

This course is not a about mathematics or algorithms. Instead it presents a set of fundamental principles and methods/tools for extracting and using useful knowledge from data. These principles are the foundations for many algorithms and techniques for data science, but, more importantly for finance professionals, they also underlie the processes and methods for approaching business problems data analytically. This will allow Participants to understand how to use these techniques and their business implications in a broad range of areas that are critical in the financial industry, including client analysis, risk management, fraud prevention and product development, across the whole of the financial industry.

The class meetings will be a combination of lectures, discussions of business applications of the ideas and techniques, guest lectures from practitioners, case discussions, data analysis workshops and exercises.

At the end of the 24h-course, the students will be able to:

- Interact cogently with data scientists, business decision makers and other stakeholders on subjects that involve data science, including data analytics
- Better grasp and analyse proposals for projects that involve data science, as well as investments in which data science have a significant input
- Participate integrally in business projects that involve data science and data analytics in financial institutions