



QUEEN'S  
UNIVERSITY  
BELFAST

WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE

# DATA ANALYTICS AND DECISION MAKING

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SHAPING  
A BETTER  
WORLD  
SINCE 1845

# DATA ANALYTICS AND DECISION MAKING



## PROGRAMME DATES

March 2024



## PROGRAMME FORMAT

On campus (face-to-face)/ 2 days



## LOCATION

QUB campus, Belfast



## LANGUAGE

English



## PRICE

£1700

Payment options are available



## WHO SHOULD ATTEND

- Small business owners, Mid-to senior-level managers who are in traditional leadership positions – of business units, functions, and products – who want to leverage the value in their data.
- Executives seeking to learn the basics of data management, analytics to confidently make better decisions.
- Business leaders responsible for driving the organisation for the future, seeking to champion innovation and growth in our highly dynamic environment.

# OVERVIEW



Understanding and serving your customers better has become a key differentiator in today's fast paced, digital world. Volatility and the need to adapt quickly to our dynamic commercial environment has meant that the need for fast, effective decision making is a critical component for organisations who wish to thrive in today's world. To compete in today's world company's need to be data driven.




Data Analytics and Decision Making provides managers and leaders with insights into decision making and the opportunity to rethink core business strategies based on their organisation's resources and positioning in the market.

The programme will help executives better use data, understand what the numbers are revealing and identify where the results of those calculations may be falling short.

It will provide an overview of the data analytics methods, including descriptive analytics ("What happened?"), diagnostic analytics ("Why did this happen?"), predictive analytics ("What might happen in the future?") and prescriptive analytics ("What should we do next?"). It provides an array of tools and approaches to help executives analyse data and make decisions.

This impactful, two day programme will help managers better use data, understand what data analytics can achieve and what analytical results are revealing, and implement data-driven decision-making.



 <p>Through our exceptional online campus platform, will be able to access videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.</p>	 <p>We shall give you the knowledge and tools to manage your data effectively for better decision making, understand and serve your customers better and gain a competitive edge.</p>	 <p>You will have the opportunity to network with like-minded professionals and learn from your peers as well as industry experts and faculty.</p>
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- Walk Away With The Skills To**
- Understand the data analytics process
  - Collect, evaluate and use data effectively
  - Conduct basic data analytics using Excel
  - Understand the outputs of data analytics
  - Utilise the results of data analytics for better decision-making
  - Forge a data-driven focus in your organisation

## WHO IS THIS PROGRAMME FOR

The programme is ideal for small business owners, managers and business leaders wishing to learn the basics of data analytics and walk away equipped with the ability and confidence to analyse data and make better decisions.

This programme benefits those from the science, technology, engineering and manufacturing sectors and managers from any industry who have regular experience working with data and wish to improve their data analytics skills. It incorporates exercises in prescriptive analytics such as excel and linear programming. Confidence in the use of excel is recommended.

This programme is essential for organisation's and executives keen to drive value from their data and wishing to gain the knowledge, expertise and tools to successfully innovate and differentiate from the competition.

## PROGRAMME STRUCTURE AND CONTENT

### DAY 1

**Session 1  
Descriptive analytics**

**Session 2  
Diagnostic analytics**

### DAY 2

**Session 1  
Predictive analytics**

**Session 2  
Prescriptive analytics**

ON-CAMPUS

**According to a survey of more than 1,000 senior executives conducted by PwC, highly data-driven organizations are three times more likely to report significant improvements in decision-making compared to those who rely less on data.**

## PROGRAMME FACULTY



### PROFESSOR MIN ZHANG

Min Zhang is a Professor in Management at Queen's Business School. Professor Zhang is highly regarded as a specialist in the areas of Data and Business Analytics, Operations Management, Supply Chain Management and Innovation Management.

Min is particularly interested in university-industry collaborations and the transfer of academic research output to the benefit of the organisational environment and society. Min is passionate about adding value through innovation and empowering professionals to make informed knowledge based decision utilising measurable analytical tools. Professor Zhang leads our collaborative Intertrade Ireland Fusion programme.

Min was previously a Research Fellow (Operations Management) at the University of Nottingham and Lecturer and Senior Lecturer in Operations Management at the University of East Anglia. He gained his Ph.D. in Operations Management from The Chinese University of Hong Kong and Bachelor and Master degree from Nankai University.

## EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

RUSSELL  
GROUP



### CONTACT US

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We are proud to offer you a new series of Innovation, Strategy, Transformation programmes to develop your future skills and workplace requirements in the digital economy.

Throughout this programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

**Professor Ashish Malik, PhD**  
Director of Executive Education



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