Data Science for Managers
| 2023 |

PROGRAM OVERVIEW

This course is designed to provide a thorough understanding of the fundamentals of Data Science and Artificial Intelligence. Participants will learn how to apply this knowledge to business scenarios and how to measure success using KPIs. In addition, the potential risks of embarking on Data Science initiatives will be discussed and how to prioritize projects based on their potential outcomes will be taught. The course will also cover the lifecycles of Data Science initiatives and AI data product development, providing a thorough understanding of how to take a project from conception to implementation and evolution.

SYLLABUS DESCRIPTION

Data

Learn the fundamentals of Data Science and Artificial Intelligence.

Business

Apply the fundamentals of Data Science and Artificial Intelligence to business scenarios and KPIs.

Projects

Identify and prioritize Data Science and/or Artificial Intelligence product development projects, and understand the lifecycles of these initiatives.

SYLLABUS DETAILS

Module 1: Current and Future Trends in Data Science

- What is data science and why are companies using it.
- How 2020 accelerated digital and data initiatives.
- Ideas to consider for 2023 and beyond.

Module 2: Data-driven organizations

- What's behind a data-driven vision.
- How data literacy enhances change management towards data-driven cultures.
- Data as an asset and a liability.

Module 3: Demystifying Machine Learning

- What is Artificial Intelligence and its domains.
- What is machine learning.
- What problems can we address with machine learning.

Module 4: Articulating business scenarios of Data Science projects

- Apply Data Science and Machine Learning to business opportunities.
- Understand the definition of data science use cases.
- Articulate the foundations of a possible advanced analytics product.

Module 5: Prioritization of Data Science projects

- Know the key aspects related to the execution and deployment of Machine Learning projects, and develop a framework to prioritize them aligned with the business.

Module 6: Project evaluation from model and business perspectives

- Understand how to measure the performance of Machine Learning models and their

potential significance for business use cases.

Module 7: The Data Science project life cycle as an example

- Know the key phases of a data science project and its possible evolution towards a machine learning product.
- To know the potential risks faced and the best practices to mitigate them.

¡Thank you!

Mauricio Muñoz

General Manager at **MDH**

mauricio@mtydigitalhub.com

(+52) 81 1796 7084

Astrid Aouragh

Learn Solutions Analyst at **MDH**

astrid@mtydigitalhub.com

(+52) 55 1387 3318

Blvd. Díaz Ordaz 333 Lote 2, Unidad San Pedro, **66215**
San Pedro Garza García, N.L.

For more information visit:
www.mtydigitalhub.com