

Analytics for Better Business Decisions

Leverage market insights to succeed in today's data-driven market environment



Start Date
Oct 28



Duration
2 days



Mode of Delivery
Hybrid



Programme Fee:
N750,000

Overview

In Nigeria, many organizations not only have little information about the data they have, in most cases, they also ignore important opportunities to acquire new data that could – with some processing and mining – be used for better decision-making and improving performance. This program is therefore designed to systematically improve the way most organizations in Nigeria think about data and its role in business and government institutions. The program is positioned to help organizations master the skills requisite for acquiring better data easily and using this data, alongside existing data, for improved decision-making and value creation.

Learning Objectives and Benefits

- Understanding the need for data-driven decision-making
- Learning ways of harnessing existing, ignored, data for business decision-making
- Learning techniques for processing data for analysis
- Obtaining the skills for generating patterns from data and making business predictions
- Acquiring skills for using structured data for business decision-making
- Learning skills for using unstructured/textual data for product development and customer relationship management
- Acquiring skills in data visualization and infographics

Who Should Attend

This seminar is designed for consultants, data analysts, quality controllers, human resource persons, investment bankers, organizations conducting industry and business research, digital marketers, IT persons, as well as individuals who desire data science skills to improve their market/employment potentials extensively.

Structure and Curriculum

- Data in Business Organizations and Data Science Tools for Extracting Value from Data
- Data wrangling, Transformation, and basic Programming skills
- Data Visualization, Exploratory Data Analysis (EDA)
- Model building and predictive insights
- Text mining, analytics, and Communicating insights from data

Faculty

Professor Bongo Ali

Reservations/additional Information

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