The Business of Data Science

preparing you for the
Future of Data

The Business of Data Science is a 2-day course that teaches you the fundamentals of data science, machine learning and AI; how to use it to make better business decisions and how to implement it in your organization. Learn to harness the power of data science and artificial intelligence for your business.

Register for ***The Business of Data Science*** or find out how **Pragmatic Institute** can bring our training to you by visiting **pragmaticinstitute.com** or calling **480.515.1411**.

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The Business of Data Science

Who should attend?

This course is for product professionals and business leaders who want to understand how data impacts their business and for anyone who works with data professionals.

PRAGMATIC MANAGEMENT CERTIFIED

A certification test will be administered at the end of the course.

Understand the Fundamentals

Learn how data can be combined with machine learning and artificial intelligence tools to enable data-driven decisions that improve your business and your products.

Topics Covered:

- Understanding the difference between little data and Big Data, and their challenges and opportunities
- Learning about supervised and unsupervised machine learning and AI
- Translating business problems into data science tasks

Identify Profitable Data Projects

Learn the key attributes of successful data science projects, and how to identify and prioritize projects with the highest impact.

Topics Covered:

- Identifying winning data science projects
- Optimizing decision making with the 3 pillars
- Measuring success and avoiding common pitfalls

Develop a Data-Driven Work Culture

Learn how to implement data science projects into your organization and cultivate the right team.

Topics Covered:

- Defining data science roles and building effective teams
- Facilitating data science projects successfully
- Examining ethical and legal considerations for projects

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