Data Analytics & Machine Learning for Managers

Understanding the diverse tools and objectives of data analytics and machine learning is key for proficiently analyzing data within companies and organizations. This course offers an introduction to essential statistical and machine learning techniques, enabling precise evaluations of the business environment and informed estimations and forecasts of business-relevant factors, such as key performance indicators.

Data Analytics & ML for Managers - 7th - 8th November 2023

- Non-technical but informative introduction to data analytics and machine learning for data driven analysis of business processes (like customer behavior, production, turnover…)
- Data visualization and descriptive statistics (e.g. the average or variability of prices)
- Regression: analyzing associations between business factors (like marketing and sales)
- Intuition of machine learning for optimally forecasting future business outcomes (e.g.sales), based on information in past data (e.g. price, quality, competition)
- Important concepts of machine learning: alternative algorithms (e.g. decision trees, random forests, lasso, boosting…), performance assessment, and tuning of algorithms
- Business cases and practical examples with real data using the no-code software "BigML"

Top speaker

- Prof. Dr. Martin Huber,
  University of Fribourg

Course location:	iimt - University of Fribourg
Course fee/ module:	CHF 1'400.--
Course language:	English
Registration:	www.iimt.ch or iimt@unifr.ch