Data Analytics & Machine Learning 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