A major challenge facing many businesses today is how to make sense of the data they have. In almost every industry, business leaders are questioning the value acquired from massive amounts of information generated within their organisations and their users. Increased adoption of new technologies results in growing data repositories, yet many organisations do not possess the necessary knowledge and skills to derive value from this data deluge in order to compete in a global economy.

Traditional business intelligence outcomes of knowing what happened and why it happened no longer provide a competitive edge. Businesses need to know what is happening now, what is likely to happen next and what actions are to be taken for optimal results. Proactive decision-making can only be achieved by speaking the language of data.

Following on the success of the first workshop in 2015, La Trobe University is again offering a unique opportunity for both individuals and organisations to gain insights into how they can unleash the potential of all forms of data for enhanced business decisions.

WHAT ATTENDEES WILL LEARN
This workshop will allow attendees to understand how data can be used to drive the creation of business-value through data analytics. The workshop is aimed at executives and senior managers who want to understand how data can be transformed into useful business insights to drive business-value creation.

FEES
Each workshop is priced at $730, including GST. An alumni fee reduction of 10% is available on all Business Analytics workshop fees (student number required upon registration). The alumni reduction is also applicable to current La Trobe students.

CREDIT PATHWAY INTO LA TROBE BUSINESS ANALYTICS COURSES
If an attendee is interested in undertaking a La Trobe Masters, Graduate Diploma or Graduate Certificate in Business Analytics at a later date, participation in these workshops can earn credit towards these courses, reducing the total amount of subjects to complete.

To gain credit for a subject in a Masters, Graduate Diploma or Graduate Certificate in Business analytics at a later date, attendees will need to:
- Undertake all 4 workshops which constitute a subject, as outlined in the table (back page)
- Successfully undertake an assessment(s), which can be provided free of charge

latrobe.edu.au/business-analytics

VENUE
For all workshops, La Trobe University
City Campus Level 20, 360 Collins Street
Melbourne, Victoria

Workshop 1
Foundations and lifecycle of analytics
Thursday, 24 November 2016

Workshop 2
Descriptive Analytics
Friday, 25 November 2016

Workshop 3
Business value and performance management
Saturday, 26 November 2016

Workshop 4
Data Wrangling
Sunday, 27 November 2016
WORKSHOP 1 - FOUNDATIONS AND LIFECYCLE OF ANALYTICS
THURSDAY, 24 NOVEMBER 2016
An introduction to the broad discipline of analytics, the key constituents, its role and lifecycle within a business environment. Attendees will develop a capacity for analytical thinking and appreciate the strengths of data and data-driven decisions. In particular, the crucial communication skills for managers to ask and understand insights from the Analytics team will be discussed. Hands-on analytics exercises will be conducted using SAP Lumira and Microsoft Power BI.

WORKSHOP 2 - DESCRIPTIVE ANALYTICS
FRIDAY, 25 NOVEMBER 2016
Descriptive analytics is an essential skill for analytics professionals. A poor understanding of these principles can lead to ill-formed data and ambiguous decisions. This workshop covers essential descriptive and inferential techniques and works through the application of each in real-world business problems.

"Business analytics is becoming the air companies breathe and the oceans in which they swim".
Deloitte Analytics

WORKSHOP 3 - BUSINESS VALUE AND PERFORMANCE MANAGEMENT
SATURDAY, 26 NOVEMBER 2016
This session will explore the role of analytics in business performance management (BPM) and its alignment with business strategy. Following a refresh of scorecards and strategy maps, the workshop will present BI and dashboards as an enabler of BPM and focus on determining the value of BI and analytics endeavours.

WORKSHOP 4 - DATA WRANGLING
SUNDAY, 27 NOVEMBER 2016
Data wrangling and text representation are becoming increasingly important analytics value generators. This hands-on session will focus on a variety of methods for data wrangling and methods for the transformation of text datasets into representations suitable for analytics techniques. The highlights of ethics and governance as they apply to the analytics discipline will also be discussed in this session.