analytics edge

for leaders

a dynamic ideas company

Digitally Accessible Analytics Training Course

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You can't look an algorithm in the eye,
leaders must know how to inspect and audit algorithms;
otherwise, you are abdicating your responsibility

Overview

Business is changing. All along the value chain, the standard modes of operations are going digital.

What does this mean for your company? Data is becoming your most valuable asset. Effectively understanding and using that data is your edge. It could be the difference between success and failure.

What learners will get out of the program

Learn from real case studies
We demonstrate the state of the art of analytics capabilities to your organization by investigating actual implemented use cases.

Rely on a proven framework for analytics success
We equip you to translate these proven implementations to you own day jobs by reinforcing a common accessible framework.
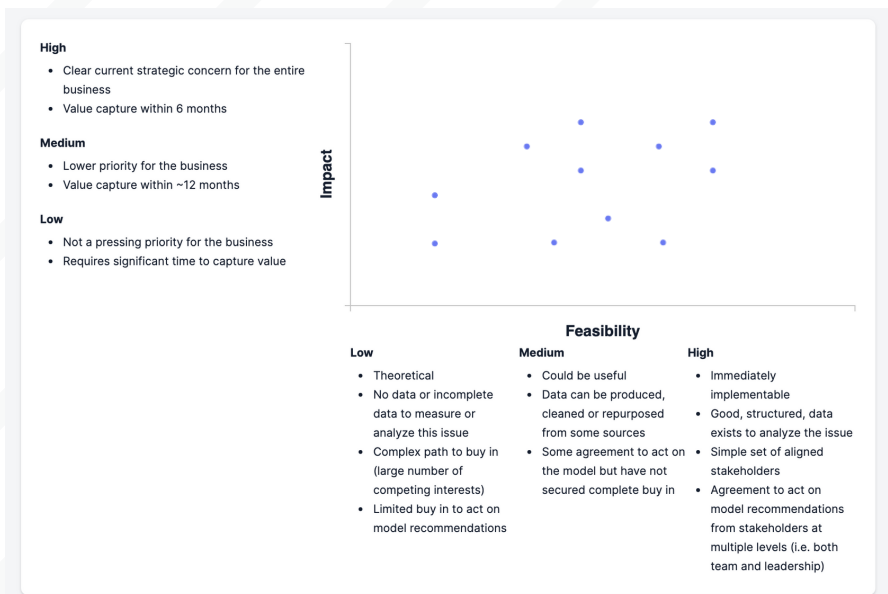
Present strategies for avoiding common pitfalls
We enable you to identify and mitigate the common failure modes encountered by organizations in the implementation of these techniques.

We equip you with the skills to successfully run and manage an analytics endeavor. No coding required.

What the your unit will get out of the program

The enterprise is provided a portfolio of initiatives ranked by value and feasibility. Each initiative is supported by a participant's workbook.

High
- Clear current strategic concern for the entire business
- Value capture within 6 months

Medium
- Lower priority for the business
- Value capture within ~12 months

Low
- Not a pressing priority for the business
- Requires significant time to capture value

Impact

Feasibility

Low	Medium	High
• Theoretical • No data or incomplete data to measure or analyze this issue • Complex path to buy in (large number of competing interests) • Limited buy in to act on model recommendations	• Could be useful • Data can be produced, cleaned or repurposed from some sources • Some agreement to act on the model but have not secured complete buy in	• Immediately implementable • Good, structured, data exists to analyze the issue • Simple set of aligned stakeholders • Agreement to act on model recommendations from stakeholders at multiple levels (i.e. both team and leadership)

Anatomy of a module: How you learn

- Module introduction and conclusion features client leadership or Dynamic Ideas experts

- Each module is focused on an actual live analytics tool

- A common framework of conceptual problem statement definition, translation to analytics, data, models, decisions, and values builds pattern recognition and muscle memory

- Common failure modes observed across industries and functions are interwoven to support learners understand how to implement analytics tools

- All modules conclude with a workbook exercise to guide participants to scope and design their own analytics product

Who Should Attend

Anyone who wants to understand the business applications for analytics can benefit from this program, whether for a functional area of practice or for general management. This program is designed for non-technical professionals, however those with technical backgrounds will gain a common framework for communicating with non-technical colleagues.

Representative roles include

- General managers and senior executives
- Consultants
- Data and technology specialists
- Functional leaders and individual contributors of their team
- Entrepreneurs/business owners

How We Work With You

Our program and platform are designed to empower your enterprise to simultaneously generate analytics applications for implementation and to train the workforce. To achieve this objective, we have intentionally deferred a number of design decisions for the internal sponsoring team to steer. Examples include case module selection, cohort formation and size, and length of the program. An ideal sponsoring team includes an executive sponsor, an analytics enthusiast embedded in the business, and a learning and development leader.

Once we have the green light to build a platform, we can have your learners on-boarded and engaging with the platform within twenty-four hours.

JORDAN LEVINE

Partner, Dynamic Ideas

Senior Lecturer, MIT

Jordan Levine is a partner at Dynamic Ideas, an organization committed to spreading powerful ideas in the areas of analytics, operations research, and their applications. He focuses his energy on creating digitally accessible training and education products that make analytics accessible to leaders.

After serving as a communications officer in the United States Marine Corps, Jordan spent seven years at McKinsey & Company. The latter half of his time, he served as the global learning and development lead for analytics. There, he designed a strategy and oversaw a learning team that engaged ~4,000 McKinsey colleagues per year at the executive, manager, and technical talent levels. Key milestones included the creation of a cohort of 1,000+ 'Analytics Translators' and the development of novel approaches to on-board and integrate analytics technical talent as well as assess their technical competence in a business environment. Prior to leading analytics learning, he was an engagement manager in the operations practice with a focus in supply chain management.

Jordan holds a Masters in Engineering from the Massachusetts Institute of Technology (MIT) and a Bachelors of Mathematics from the United States Naval Academy.

DIMITRIS BERTSIMAS

Boeing Leaders for Global Operations Professor of Management

Associate Dean for Business Analytics

Professor, Operations Reasearch

Dimitris Bertsimas is the Boeing Leaders for Global Operations Professor of Management, a Professor of Operations Research, and the Associate Dean for the Master of Business Analytics at MIT.

A faculty member since 1988, his research interests include optimization, stochastic systems, machine learning, and their application. In recent years, he has worked in robust optimization,
statistics, healthcare, transportation, and finance. Bertsimas was a
cofounder of Dynamic Ideas, LLC, which developed portfolio management tools for asset management. In 2002, the assets of Dynamic Ideas were sold to American Express. He is also the founder of Dynamic Ideas Press, a publisher of scientific books, the cofounder of Benefits Science, a company that designs health care plans for companies, of Dynamic Ideas Financial, a company that provides financial advice to customers, P2 Analytics, an analytics consulting company, of MyA Health, a personalized health care advice company, of Interpretable AI, a machine learning company that is bridging the gap between interpretability and performance, and of Alexandria Health, a company that is breathing life into clinical decision support tools.

Bertsimas has coauthored more than 200 scientific papers and books, including The Analytics Edge (with A. O'Hair and W. Pulleyblank, Dynamic Ideas, 2016) and Machine Learning Under a Modern Optimization Lens (with Jack Dunn). He is former department editor of Optimization for Management Science and of Operations Research in Financial Engineering. A member of the National Academy of Engineering and an INFORMS fellow, he has received numerous research awards, including the Harold Larnder Prize (2016). He has also received recognition for his educational contributions: The Jamieson prize (2013) and the Samuel M. Seegal prize (1999).

Bertsimas holds a BS in electrical engineering and computer science from the National Technical University of Athens, Greece, as well as an MS in operations research and a PhD in applied mathematics and operation research from MIT.