



Predictive Analytics for Business Analysts

Using AI to Drive Strategy

COURSE OVERVIEW

Predictive analytics is the key source of business value from artificial intelligence. Almost all products and services can be augmented with predictions, and as predictions become more accurate and less expensive, business leaders are redesigning their companies to take advantage of these new capabilities. Automated Machine Learning has made the power of predictive analytics accessible to many decision-makers and executives.

In this course, participants will use the Microsoft Azure automated machine learning tool to build predictive models that help inform valuable business decisions. We will discuss the fundamentals of predictive analytics, learn about what kind of predictions can be made, and uncover the data is needed to make these decisions. After building various predictive models, you will then make the leap from analysis to strategy and learn how your predictions can help redesign existing product and services offerings to meet customer needs, and conceptualize new offers and business opportunities.

COURSE DETAILS

- > **Location:** NYU Stern, Greenwich Village, New York City
- > **Cost:** \$9,280 (travel and accommodation not included)
- > **Faculty:** Professors JP Eggers and Roy Lowrance
- > **Certificates:** Certificate of Achievement provided upon completion
- > **Learn More:** <https://execed.stern.nyu.edu/PA>

PROGRAM TAKEAWAYS

Fundamentals of Predictive Analytics

Develop a sound understanding of the principles of predictive analytics in order to engage with data scientists and business experts in your organization to conceptualize, build, and deploy predictive models.

Prediction Models

Analyze existing data sets and generate several models that can make useful predictions, including customer churn predictions and which customers are likely to accept offers.

Testing Model Accuracy

Determine the accuracy of models by testing them with new data and identify the model(s) that should be operationalized.



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NYU Stern Executive Education

Courses for Executives

WHAT EXECUTIVE EDUCATION PARTICIPANTS ARE SAYING

"It's rare to have experts in a field deliver concepts and content that you can immediately implement at work."

"I think the course was fantastic. I loved the hands on application and smaller group work... very effective."

EXECUTIVE CERTIFICATE PROGRAM BENEFITS

Whatever your career progression, partner with NYU Stern Executive Education to position yourself for lasting success.

- > **Immediate Applicability.** Courses are designed to equip participants with relevant theory, tools and frameworks in key business areas. Update your knowledge in new areas of business to stay competitive in today's market.
- > **Academic Excellence.** Led by full-time NYU Stern faculty, our Executive Education courses offer program participants immediate access to current thought leadership across disciplines and functional areas.
- > **Career Progression.** Courses provide the tools and confidence to make the shift from individual contributor to leader. Learn to create your vision, develop successful strategies and communicate effectively.
- > **Network of Executives.** Take advantage of the opportunity to network with executives from around the world and across industries who are working to develop their skills with NYU Stern Executive Education.

ENTERPRISE LEARNING

NYU Stern Executive Education also provides company-wide learning and development solutions that are tailored to address specific goals and challenges within your organization. Contact us at execed@stern.nyu.edu to learn more.

ABOUT NYU STERN

Located in the vibrant heart of downtown Manhattan, NYU Stern is a leading research institution at the global center of business and culture. Our faculty members, including three Nobel laureates, are deeply engaged in cutting-edge research to discover new ways to identify and predict the drivers of success in global business.



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