

# DATA SCIENCE FOR BUSINESS INNOVATION



JOINT DIGITAL  
CERTIFICATE

AMSTERDAM  
NOV 26-27, 2019

2 DAY  
MASTERCLASS

GET THE “MUST-HAVE”  
EXPERTISE IN DATA  
SCIENCE TO FOSTER  
DATA-DRIVEN  
INNOVATION!



The course is specially developed for managers and decision-makers that need to handle the foundations of data analysis for taking informed decisions on data-driven business, innovation path and strategies within the enterprise. It consists of introductory lectures spanning big data, machine learning, data valorisation and communication.

The course covers terminology and concepts, tools and methods, use cases and success stories of data science applications.

The course explains what is Data Science and why it is so hyped, what value Data Science can create, what Data Science can solve, what the difference is between descriptive, predictive and prescriptive analytics, and what the roles of machine learning and artificial intelligence are.

From a more technical perspective, the course covers what supervised, unsupervised and semi-supervised methods are, and what one can get out of classification, clustering, and regression techniques; the role of NoSQL data models and technologies, and the role and impact of scalable cloud-based computation platforms based on map-reduce and analogous paradigms, together with a description of platforms like Hadoop and Spark.

## ABOUT EIT DIGITAL PROFESSIONAL SCHOOL

Investing in digital transformation skills is essential for society, companies and organisations today. The EIT Digital Professional School supports this with Action-Based Learning in cooperation with international partners: learning that integrates theory and practice in the actual business context. In so doing, we educate companies to develop the right leadership capacity, workforce skills and corporate cultures needed to facilitate digital transformation; we educate individuals to up and cross-skill their talents and to stay attractive in the labour market. We are contributing to an inclusive digital society.



In cooperation with  
Politecnico di Milano



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## COURSE INFO

### Objective

- Get a solid grounding in data analysis in order to take informed decisions on data-driven business strategies and innovation paths within your enterprise

### Key take-aways

- Learn the vocabulary of data science;
- Understand the intuitions behind the main data analysis and machine learning approaches;
- Understand how to plan and manage data-centric projects;
- Set and assess measurable goals both from a business and a technical perspective for data-driven innovation

### Who should take the course

- Executives and middle managers who need to handle the foundations of data analysis;
- Innovation responsible within large and mid-size organisations;
- CEO and CIO of innovative startups

### Format *Blended learning*

- Online course
- 2 day Masterclass

### Duration

- Self-paced Online course
- 2 day Masterclass

### Masterclass Price and Location

- 2 day Masterclass
- November 26-27, 2019 in Amsterdam  
Fee €1,500

\* Please note that fees indicated above are for individuals. Contact us to receive an offer for a company.

\*\* Masterclass can be organised at your premises, contact us for a quotation.

### Content

- The drivers for and advantages of data science;
- Data science roles and project management;
- Data analysis techniques (machine learning and AI) and the data analysis pipeline;
- Big data and NoSQL solutions for addressing scalable data processing needs;
- Use cases and success stories

### Language

- English

### Certificate

- EIT Digital and Politecnico di Milano joint certificate of participation



## QUOTE FROM THE LECTURER



"This course is designed to achieve two synergic goals: first, build a solid foundation in planning and managing data-centric projects to support data-driven business strategies and innovation paths within your enterprise and, second, learn how to set measurable goals that enable the alignment of business and technical perspectives. The live sessions consist of interactive workshops and networking sessions where you will put in practice what you learnt on real-world cases, in collaboration with top managers from known companies from diverse sectors. You will experience a cross-disciplinary, cross-business innovation context where real problems and ideas are put on the table by high-valued executives, managers and business professionals, and a tailored and one-to-one interaction with world-renowned data science experts, with strong academic background and extensive industrial and educational experience.

*Prof. Marco Brambilla,  
Politecnico Di Milano*



## ABOUT THE POLITECNICO MILANO

Politecnico di Milano is a scientific-technological university which trains engineers, architects and industrial designers. It was founded in 1863 and it is the top technical university in Italy, ranked within the best 150 universities in the world. The University's research has always been linked to didactics and it is a priority commitment which has allowed Politecnico di Milano to achieve high quality results at an international level as to join the university to the business world. Research constitutes a parallel path to that formed by cooperation and alliances with the industrial system. By referring back to the needs of the industrial world and public administration, research is facilitated in following new paths and dealing with the need for constant and rapid innovation.



**ANY QUESTIONS? NEED MORE INFORMATION?  
HERE IS HOW YOU CAN REACH US:**

✉ [professionalschool@eitdigital.eu](mailto:professionalschool@eitdigital.eu)  
💻 [professionalschool.eitdigital.eu](http://professionalschool.eitdigital.eu)



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