



# Data Science Seminar

Duration 1 day(s) (SEMINAIRE-DATA-SCIENCE)

## Introduction to data science

### Description

Data science relies on mathematical, statistical and computer tools to guide strategy and decisions in a data-driven context. While some key precursors of digital transformation have realized the potential of their data, this new discipline is still opaque for most leaders. Yet, data science puts data to the benefit of the business and represents a real competitive advantage. The aim of this seminar is to help decision-makers organize and implement data-oriented projects. Understanding consumer behavior and predicting it, automating fraud detection, anticipating outages through predictive maintenance, are examples of how to understand the challenges of data science.

### Goals

- Define the science science
- Identify the issues
- Understand the role of the data scientist
- Integrate data science into the company

### *Public*

Marketing Manager, Functional, Project Manager, etc.

### *Prerequisites*

Nil

### *Structure*

100% Theory, 0% Practice

### 1. Definition of data science

- Who is the Data Scientist?
- Understand your work, step by step
- Learn to identify your key skills
- The tools of the data scientist
- When do you need him?

### 2. Identify the challenges of data science

- Understand consumer behavior to predict
- Increase online sales
- Measure the impact of an advertising campaign
- Optimize transport

### 3. The benefits of a data driven approach

- Data science at the service of decision makers
- What ROI for an investment in data?
- Success stories or the data by the numbers

### 4. Data Science and Business Strategy

- To know how to speak data science to digitize the spirit of the company
- Use Data Visualization to Integrate Data Science Everyday
- Create an effective team
- Accept creative ideas
- Know the good and bad practices

### 5. The future of data science

- Towards a specialized data science
- The evolution of the data scientist