

# Business Analytics and Big Data in a Global Economy

Master the nexus of business, technology, and global insights in today's knowledge economy. This two-day workshop empowers leaders with skills to excel in the data-driven global marketplace, emerging as savvy leaders driving organizational success.

**\$1,500 | 2 days | in person or online**




## Program benefits


- Enhance understanding of the current state and future potential of data analytics and big data.
- Develop hands-on experience in applying these concepts to real-world business challenges.
- Improve your ability to make informed decisions based on data insights.
- Gain the competitive edge by leveraging data-driven strategies.
- Translate data insights into actionable business strategies.

## Featured topics


small group discussions, and interactive sessions to cover the following topics:




Descriptive, Predictive, and Prescriptive Analytics.



Web and Sentiment Analysis, Text Mining, and Storytelling with Data.



Practical Applications in Text, Video, Image, and Voice Analytics.



Practical Cases and Discussions.

Thunderbird School of Global Management

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— Financial Times Executive Education rankings, 2023

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and locations



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+1 602-496-6920 | [exec.ed@thunderbird.asu.edu](mailto:exec.ed@thunderbird.asu.edu)