



Hybrid
course



Analytics Translator

In this 4-day interactive course, you will learn key skills to perform as an Analytics Translator. You will play the bridging role between the technical expertise of data scientists and the operational expertise of domains such as marketing, HR, supply chain and finance. This role is crucial in ensuring that the data science efforts connect flawlessly to the business needs. This unique course will prepare you for this new and valuable role in every organisation. McKinsey estimates that by 2026, the demand for translators may have reached 2 to 4 million in the US alone.

Why is this course for you?

Are you working in the business sector and interested in the new position as Analytics Translator? Do you want to help your management or board to prioritise business goals? To help them identify the opportunities that create the most value? In this course, you will learn to play the vital role of translator between business and data science.

The Analytics Translator is knowledgeable with regard to one or more domains in the business. He or she understands the processes and available data sets in their discipline, such as finance, HR, marketing or sales. The translator will know the challenges of machine learning and data science, but not to the same technical level as data scientists. Translators are uniquely able to approach the project from the viewpoint of the business. You will learn how to visualise the project results and facilitate a successful implementation. You know better than anyone what kind of team and mix of skill sets it takes to tackle the business' most pressing questions using data science and analytics.

What will you learn?

- A fundamental understanding of machine learning methods
- Identifying business opportunities for data science solutions
- Essential statistical concepts
- Data visualisation, dashboard design and storytelling with data
- Implementation of data science projects
- How to translate between the data science team and the business team/management
- Data science ethics and regulations, including GDPR
- Understanding data science roles and what kind of teams are needed
- How to write a data science project plan

Facts and figures

Schedule for Autumn edition 2021	Thursday 2 & Friday 3 September Thursday 30 September & Friday 1 October Thursday 4 November (Case presentations only)
Schedule for Spring edition 2022	Thursday 24 & Friday 25 March Thursday 21 & 22 April Thursday 19 May (Case presentations only)
Times	9:00 - 17:00
Language	English
Fee	€4,150 (VAT exempt). This fee includes light catering and study materials. UvA alumni receive a 10% discount.
Location*	Leonardo Royal Hotel, Amsterdam

* Since the course is offered as a hybrid event, participants can join the course either onsite or online via a video connection from any location.

Course outline

- Day 1. Introduction to the translator role and statistics
- Day 2. Machine learning in business
- Day 3. AI strategy & value chain, determining business questions, make or buy decisions, data & privacy
- Day 4. Management & implementation of data science, data science roles, data visualisation, practical case development
- Day 5. Case presentations

“The course challenged me to think about my work in a different way.”

Participant profile and entry requirements

This course is for business professionals who want to become the crucial link between the business and the data science and analytics teams. The profile of the participants will be business professionals in finance, auditing, control, risk, marketing, HR, sales, logistics, supply chain, etc.

Relevant industries: Banks, Insurance Firms, Financial Institutions, Tax, Institutional Investors, Accountancy, Auditing, Consultancy, Services, Government, Energy, Telecom, IT, Internet, Marketing and Communication, Event Management, Logistics, Retail, Trade, Consumer Products, Freight, Health Care and Pharmaceutical.

If you are not sure if your background fits the course, please contact us at Executive-Education@uva.nl.

Teaching staff

This course will be taught by university lecturers and experienced consultants. The consultants have been conducting and implementing data science projects for multiple years in a wide range of businesses. They will share their best practices with you and warn you about the pitfalls of data science projects. The academic rigour with regards to research methods and statistics, vital for effective data science projects, will be taught by experienced academic lecturers from the University of Amsterdam.

Apply your knowledge

During the course, you will work on a case in which you apply the gained theory and skills within your business. The project question is to select a potential case for a data science project and create a high-level plan for it, where the impact and effort are both made explicit and quantitative. Write the case from a translator's perspective, paying attention to aspects such as:

- How does this project relate to the vision and strategy of your company?
- Advise on what should be the proof-of-concept (PoC)
- Help identify the business data needed to produce useful insights
- Ensure that the solution solves the business problem
- What could the deliverable be in the different stages?
- Are there any ethical or legal issues you need to consider?

Collaboration

This course is organised by The Analytics Academy, the collaboration between Amsterdam Data Science, ORTEC and the Amsterdam Business School of the University of Amsterdam founded in 2015. The goal of The Analytics Academy is to meet the market demand for trained data scientists and business analysts, in order to help organisations become data-driven. The Analytics Academy develops open programmes as well as tailored in-company training programmes on Data Science.

If you are interested in what The Analytics Academy can do to help your team become data-driven, please contact us at executive-education@uva.nl or call Mireille Markink on +31 (0)6 49 86 35 94.



The Analytics Academy



Certification

After completing the course, you will receive a Certificate of Attendance of the University of Amsterdam.

How can you apply?

You can register for this course at abs.uva.nl/analytics-translator.

Contact

If you have any questions regarding this course or if you are not sure if your background fits the course, please contact: Jannice Daha, *Manager Executive Education*, executive-education@uva.nl, +31 (0)20 525 6134.

“A clear and basic understanding of a difficult but essential subject, in a pleasant but informative way.”

University of Amsterdam

Amsterdam Business School

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