

15 out of 17 sectors
in the US have more data stored per
company than the US Library of Congress*

40% projected growth in global
data generated per year vs.
5% growth in IT spending*

30 billion
pieces of content shared on
facebook each month*

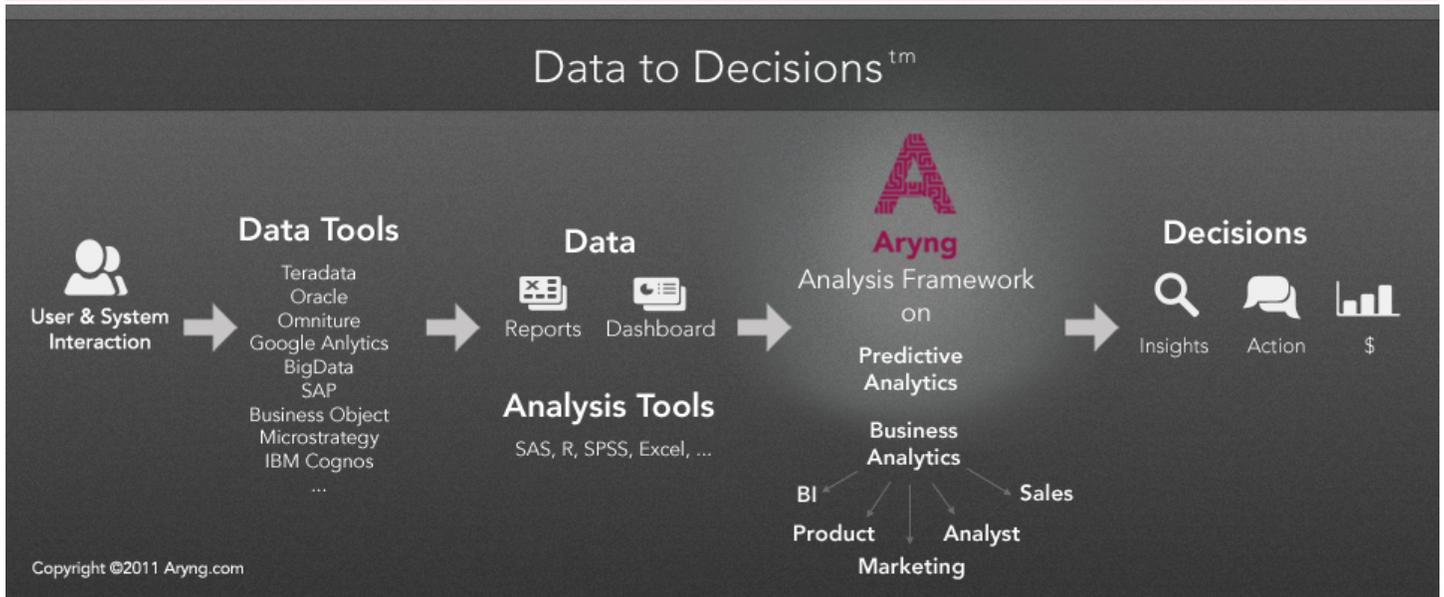


60% potential increase in
retailer's operating margins
possible with Big Data*

140,000 to 190,000
more deep analytical talent positions, and

1.5 million
more data-savvy managers needed to take
full advantage of Big Data in the US*

**Aryng Workshops
directly addresses this
data deluge!**



**Source McKinsey & Company, McKinsey Global Institute, May 2011
Big Data: The next frontier for innovation, competition, and productivity*

Aryng's "Data to Decisions™" Exec Series

DTD 101- Data-Driven Executive

Testimonial from a past CEO attendee:

" The workshop was really wonderful - and your insights on how to keep the entire set of stake holders involved from the get go; were right on target.

But, I have to tell you, the material from the [Executive] session today was over the top. And some of the information was stuff we already know, but was really displayed and demonstrated in such an actionable way - *the "eye chart" which broke the Corporate Goal into the directly correlated actions was AWESOME.*

Additionally, the *chart that broke the segments of Monetize, De-focus, Clone, Grow* and showed them in a chart with separate action plans for each segment was again *so Powerful.* It was wonderful spending a little time with you and your team. "

Bob B., CEO, DPS Telecom

WORKSHOP DESCRIPTION

Today all leading organizations are rapidly gaining power by leveraging information to gain insights and drive the business. **Business analytics** delivers actionable insights – new interpretations and evaluations of business performance based on data and statistical methods. **Predictive analytics** on the other hand provides customer level behavior prediction to enable businesses like yours to deliver more relevant content to customers, improve response rate, improve retention and overall profitability of the company.

This workshop is designed especially for CEO's and Executives looking to **leverage the power of Analytics to make smarter decision** for their organization: **improve revenue, lower costs, improve efficiencies** and above all **serve their customer better** using data and analytics.

Topics covered include:

1. Introduction to the Analytics landscape

- **Big Data** and Analytics
- **Business Intelligence** and Analytics
- Business Analytics Vs. **Predictive Analytics**

2. How to compete on Analytics

- **The 3 Keys Questions to ask your data:** 3 Pillar MPC approach to get the biggest bang for the buck from your Analytics effort
- Overview of BADIR™ Analysis Framework: **5-steps** from "Data to Decisions"™

3. Power of Analytics

- Case Study: How a **Fortune 100 company** leveraged **Predictive Analytics** to drive **\$20M+ in revenue** and improved customer experience.

- Business cases from **Fortune 500 companies** where analytics was applied to solve challenging business problems resulting in increased revenue and efficiencies and lower costs and losses.

4. The Analytics Maturity Quotient™ (AMQ™)

- A framework to quantify your organizations' journey and progress towards Analytics Maturity.

KEY TAKEAWAYS

1. **What is Analytics? Why should I care?**
2. **How to compete on Analytics?** How to layout an optimal Analytics roadmap for the organization.
3. **How are other leading organizations leveraging data and Analytics?**
4. **Where is my organization in its Analytics Maturity and what are the biggest gaps?**

Schedule

- Workshop starts at 9:00am
- Coffee Break: 10:30am - 10:45am
- End of the Workshop: 12:00pm

Attendees receive:

- A course materials folder
- DIY AMQ survey – use it in your organization right away
- An official Certificate of Completion

FEES

\$595 (Early bird discount)

\$695 (Regular)

DTD 101 INSTRUCTORS

Piyanka Jain, President and CEO, [Aryng](#)

Piyanka, founder of Aryng, is a well-regarded industry thought leader in analytics, keynoting at business and analytics conferences including Predictive Analytics World, Data Science Summit, TDWI Big Data Conference, Google Analytics User Conference, Business Performance conference on data driven decision making in an organization.

With her 15 years of experience in analytics, she has had \$100M+ demonstrated impact on business. Her prior roles include the head of NA Business Analytics at PayPal and senior marketing analytics position with Adobe.

Detailed profile: <http://www.linkedin.com/in/piyanka>

Forbes blog post: <http://blogs.forbes.com/piyankajain/>

ABOUT ARYNG

Aryng is a premier analytics training and consulting company, based in the San Francisco Bay Area; a unique partnership of analytics professionals, with decades of experience in Fortune 500 companies - conducting analytics, building and managing Business Intelligence and Analytics teams, delivering cumulative results in the \$100s of millions.