

**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\*

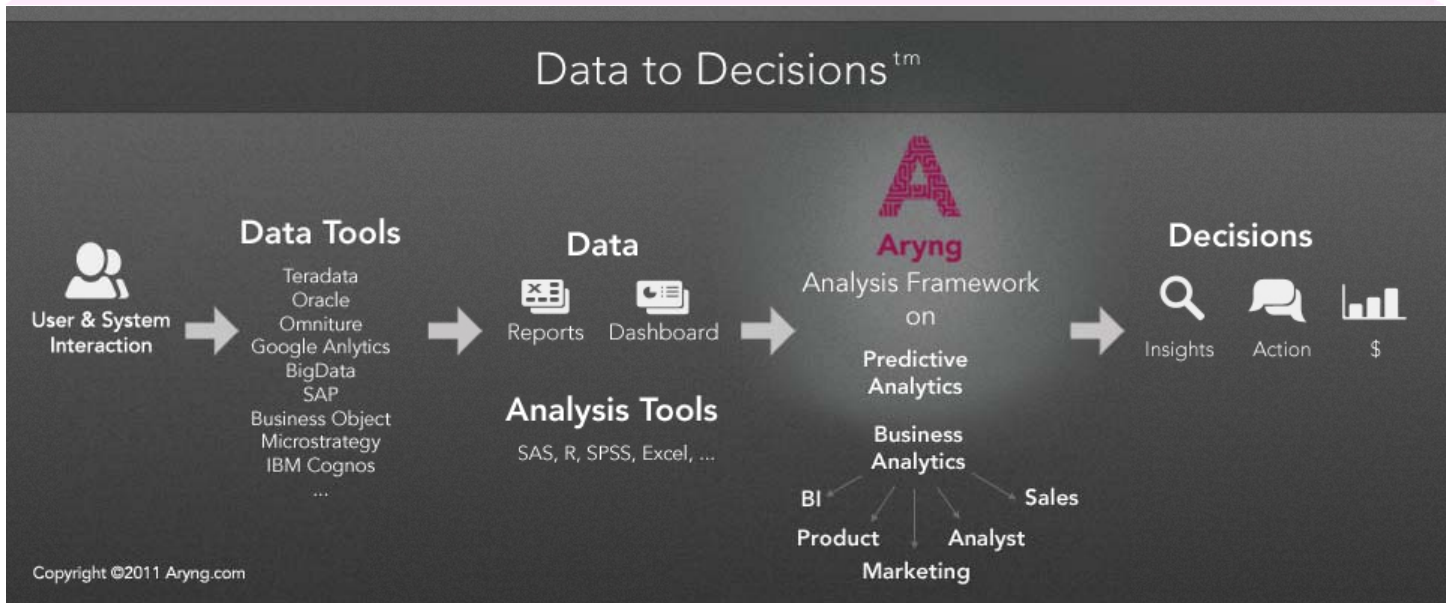


**60%** potential increase in retailer's operating margins possible with Big Data\*

**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

May 18<sup>th</sup>, 2012

Santa Clara, CA

Aryng's "Data to Decisions™" Intro

## Introduction to Business Analytics and Predictive Analytics Workshop

### Testimonial from past attendees:

*"I used the framework yesterday and it worked like a charm! Thanks Aryng!"*

Luke S., Partner Solutions Sales, **Google**

*"I feel redeemed!"*

*The training content and the quality was excellent. The case studies and real life business examples accompanying every theoretical concept makes understanding so much easier. The interactive learning environment makes this program all the more enjoyable while learning from others experiences as well. **This course has given me totally new perspective, boosted confidence, Highly recommended!!**"*

Jignesh S., Senior Data Analyst, **PayPal**

### INTENDED AUDIENCE

- **Sales and Marketing Professional:** Are you in the sales and marketing function, **selling analytics tool and/or services**? Then this workshop is ideal for you to understand the **value your products/services can deliver to your client**, talk to your client with the right analytics terminology and to be able to effectively bridge the gap between your internal data team and your clients.
- **BI Professionals/Data Analysts:** Are you the keeper/provider of data in your organization? **Would you like to deliver more than just the data to your internal clients**? This workshop is a perfect starting point to deliver insights and make a tangible impact through your work while doing less, as you learn efficient analytics.
- **Executives:** Are you an executive managing an organization/department and wanting to compete on analytics? Have you made multi-millions dollar investments in state-of-the-art tools to start capturing Big Data, but still not seeing any impact of that investment on your top line? **This workshop is the best 1-day investment you can make to start getting the bang for your "data investment" buck.**

**Background Required:** Basics of business, and an interest in leveraging data as an asset

### 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 provide

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. In this workshop, attendees gain operational familiarity with the analytics landscape and the **power of analytics**.

## Topics covered include:

### 1. Introduction to the Analytics landscape

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

### 2. Overview of BADIR™ Analysis Framework

- **Business Problem:** How to identify the real business problem behind the data pull ask
- **Prioritization:** How to prioritize between different asks by quantifying impact
- **Analysis Plan:** Structure analytics using Hypotheses driven approach
- **Derive Insights/ Impact:** How to derive insights from data for portfolio dynamics, campaign analysis, product launch, **business case**, trend analysis, driver analysis, pre-post, test-control.

### 3. Communication/Presentation

- Communication/ **Influencing** with business partner
- Make powerful presentations with strong recommendation and actionable insights
  - **Graphical** representation of insights

### 4. Test and Learn analytics:

- Overview of test design, evaluating results in business terms and bottom lines, incorporating statistical significance and confidence intervals computation

### 5. Predictive analytics methods:

- **Overview** of commonly used predictive analytics techniques, mapped to business objective.
- **Use Case:** Attendees are guided through business cases from **Fortune 500 companies** where predictive analytics was applied to solve challenging business problems.

## KEY TAKEAWAYS

1. **Analytics Landscape:** Big Data, Business Intelligence and Analytics
2. Overview of 5-steps BADIR Framework- **A proven approach to driving decisions based on data.**
3. Learn how to make **successful business case** for a new product/feature launch with limited historical data. Also learn to effectively present it to peers and management.
4. **What is Predictive Analytics?** Why is it important? Case Study from Fortune 100 company
5. **A/B Testing Overview**

## Schedule

- Workshop starts at 9:00am
- Morning Coffee Break at 10:30am - 11:00am
- Lunch provided at 12:30 - 1:15pm
- Afternoon Coffee Break at 2:30pm - 3:00pm
- End of the Workshop: 4:30pm

## Attendees receive:

- A course materials folder
- An official Certificate of Completion (at the conclusion of the workshop)

- Templates: Data to Decision Templates, Analysis Plan, Project Plan, Effective Deck Template, Statistical Significance Worksheet

## FEES

**\$795** (Early bird discount till March 27<sup>th</sup>)

**\$895** (March 28th 2012 onwards)

## INSTRUCTORS

***Piyanka Jain, CEO, Aryng.com***

Piyanka is a **thought leader** in analytics, speaking regularly at conferences and consistently being recognized as the “**Best Speaker**” in **Business and Analytics conferences** such as Predictive Analytics World, Integrated Business Planning and Business Performance Conference.

Piyanka’s interest lies in deriving actionable insights from data to enable informed trade-offs and decision making. She enjoys problem solving and finds herself driven towards **empowering business professionals to make better data driven business decision** through Aryng’s “Data to Decisions”™ framework she teaches. With Aryng, she is creating an organization **to drive business transformation through the power of analytics**.

Before founding Aryng, she was **heading the NA Business Analytics at PayPal**, leading strategic analytics, managing and setting agenda for the team, defining strategic roadmap to find NA business drivers. At PayPal, she and her team have delivered several high impact projects including product portfolio analysis, merchant lifecycle analysis, Voice of Customer analysis, Next Best Product Model for Merchant **with \$84+ mm revenue impact**.

Prior to this, Piyanka drove direct measurable revenue impact of **\$18 mm through Strategic/Marketing analytics** in partnership with **Adobe** Product Marketing and Relationship Marketing team. Within Marketing Operations and Analytics department, her role was to lead the organization into learning more about their products and customers through establishing appropriate engagement model with BU and rigorous mining of data. Within Relationship Marketing, Piyanka and her team’s role involved designing and analyzing campaigns, creating and executing appropriate segmentation and targeting strategy, Fine tuning messaging, creatives and offers by Test & Control and improving targeting and increasing marketable universe by building response models and propensity models.

Before Adobe, Piyanka **co-founded Out of Box Media in 2003**. The company’s first Ad Campaign started with Chinese boxes and then grew to incorporate other types of containers including Pizza boxes, cake boxes etc, delivering up to 2% campaign response rates.

Piyanka enjoys networking with other industry professionals, sharing and learning about technical and organizational challenges and solutions.

***Mukul Patki, Senior Trainer, Aryng***

Mukul is a senior analytics professional with 8+ years of experience driving impact in the organization through analytics. He currently leads business analytics for PayPal’s Latin American business. Prior to this he has held various analytics roles at PayPal, Knowledge Based Systems, and IBM TJ Watson Research Center. Mukul has a PhD in “Industrial Engineering and Management” with a focus on quality and applied statistics.

## ABOUT ARYNG

Aryng is a premier analytics training company; 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. Aryng offers 1-3 days Data to Decision™ boot camp series for Marketing, Sales, Product, Analyst and BI Professionals and also Exec series on Predictive Analytics and Testing.