

# Unlocking the Value of Data and Becoming a Data-Driven Organisation

This seminar may contribute to Continuing Professional Development requirements.

“Data is the transformation fuel in the digital era, investing in it will accelerate growth in the core and scaling of the new”. All industries are changing, consumers demand new experiences and personalisation, competitors are seeking growth opportunities, traditional business offerings are being challenged with the emergence of new advanced technologies, and organisations are now surrounded by data. By taking into consideration that ‘data’ is the fuel of the digital era, companies should strive to become data-driven organisations.

## Participants\*

Company Owners and Managers, Chief Executive Officers, Chief Operating Officers, Chief Information Officers, Chief Technology Officers, Chief Commercial Officers, Operations and/or Customer Service Managers, Sales, Marketing, Product Promotion and Product Promotion Strategy Professionals, Strategy Managers, IT Managers, Head of Analytics, MIS leads, Retail Managers and other related professionals.

- **Insights & data – beyond reporting (2 h)**
- **A general introduction to Artificial Intelligence / Machine Learning technologies (1 h & 30 min)**

## Program Details

**Date:** 17/12/2019

**Location:** KPMG Offices, Nicosia

**Time:** 08:30 a.m. – 4.45 p.m

**Duration:** 7 h

**Investment:** €220 + VAT Net investment after subsidy from the HRDA of €119:

**€142,80** (including VAT) for all eligible participants

**Language:** English

**Directors:** C. Botsaris, E. Damianou, S. Michael, V. Radivojevic

## Course Content

- **What is a data-driven organisation? (1 h)**
- **Data management (1 h & 30 min)**
- **Data & analytics operating models (1 h)**

The programme has been approved by the HRDA. Enterprises participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



\*The number of participants is restricted to 28.

## Contact Details:

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