Data Science for Managers

24 hours

Course Overview:

Data science and its related areas are becoming increasingly present in more and more industries, and machine learning models are becoming part of the basic set of skills for many technical figures. This trend leads many times to misunderstandings between managers and their teams, as they don't always share the same perception of the business problem.

In this course we will have an overview of the data science world and be familiar with its most important terms and concepts. The course will cover many real-world use-cases, which will be examined and analyzed through the eyes of the managers, allowing them to adopt the data science jargon and use it properly.

Who Should Attend:

Managers of all levels in data-driven companies.

Required Skills:

No technical skills are required.

Course Contents:

Part 1 – Introduction – short overview
- Background and motivation
- Programming fundamentals

Part 2 – Data Preparation

Part 3 – Regression
- Introduction and measures
- Linear regression

Part 4 – Classification
- Introduction and measures
- Decision tree
- Logistic regression
- k-nearest neighbors and the metric concept

Part 5 – Clustering
- Introduction and measures
- k-means
- Agglomerative clustering and the linkage concept

Part 6 – Miscellaneous
- Deep Learning
- Recommender systems
- Text mining and NLP
- Going to Production – Internal Use Case - optional