



# Leading With Data

*Data Science & Analytics Course*  
**For the Strategy & Performance Management Functions**

LEVEL  
**1**

**Lagos, Nigeria**  
September 18 - 22, 2023

strategy development, strategy implementation process and performance management at the corporate, business, functional, process, team and individual levels all rely on the ability to analyze data, proactively uncover insight and predict the future course of performance for course correction and prioritization of strategic initiatives. This course shows corporate executives and team members in the strategy and the performance management functions how leverage data science-based approaches to recognize, interpret, and summarize key data as they plan, execute, and make decisions.

**Register Today!**

Scan To Register



Call to Register:

+234 81 888 22331

Email to Register:

programs@prognoz.ai

Register at Website:

<https://prognoz.ai/courses/leading-with-data-nigeria/27>

**Program Fees**

**₦1,550,000**

**Net of ALL Deductions**

Covers course, course materials and meals only



## Course Description

Data and the insight it contains are critical components of the strategy development and strategy implementation process. Effective performance management at the corporate, business, functional, process, team and individual levels rely on the ability to analyze data, proactively uncover insight and predict the future course of performance for course correction.

This course shows corporate executives and team members in the strategy and the performance management functions how to recognize, interpret, and summarize key data as they plan, execute, and make decisions.

This workshop will be highly beneficial for the following professionals:

- All planning personnel involved in Performance Management and Measurement Systems
- All managers and leaders involved in Strategy and Strategy Execution
- Process and Quality Improvement personnel
- Personnel with real leadership potential
- Project Management Office (PMO) Managers
- HR Managers with interest in Employees Performance and Appraisals

*This course features 5-days in person training and 3 live Zoom based bootcamp-style project sessions designed to improve mastery in small teams though real-life project-based live online training and handholding sessions*

## Course Objectives

... This course aims to equip participants with the tools, techniques and skills needed to lead with data in the Strategy and performance Management functions. Participants acquire the following learning goals;

1. learn how apply machine & deep learning techniques to diagnose performance issues at the corporate, process and people level
2. Build models to diagnose the interactions among the set of strategic objectives and initiatives that frame the strategy of their organization
3. Use models to identify potential fault-lines in the strategy implementation effort
4. Use models to track and predict performance patterns at all levels of the organization

## What You Will Learn

- Move beyond the spreadsheet with a foundational understanding of data science tools, processes, and models and to apply them to uncover strategic insight from data
- Leverage data science to transform your strategy and performance reporting system while avoiding common mistakes associated with interpreting datasets, performance metrics, and visualizations
- Create a data-driven framework for your strategy management system and performance management system to robustly test the value of each strategic objective and related KPIs and strategic initiatives and demonstrate their contribution to strategic success
- Understand key techniques such as data curation, regression models, prediction and analyses, and visualization, and learn how to apply them to develop meaningful reports and dashboards

*If you are in Strategy, HR, Performance management, Process Improvement or Quality Management and would like to become a data science-based practitioner of predictive analytics – or if you already are and would like to hone your knowledge across methods and best practices – this workshop is for you.*

## Who Should Enroll

**For corporate executives and team leads who work with data in the following functions;**  
 Strategy & Strategic Planning | Performance Management | Human Resources | Business Process Management | Risk Management

## Register For This Event

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Email to Register

[programs@prognoz.ai](mailto:programs@prognoz.ai)

Call to Register

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 Phone: +234 81 888 22331

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## Course Content

This course includes a required participant preparation ahead of the 5-day in-person session. It also features 9 modules of Interactive discussions and presentations covering the following topics:

**Program Pre-Read & Prep:** Introduction to Business Analytics and data-driven Decision Making

### Module 1 : Introduction to Data Science:

**Descriptive Analytics:** Gathering Insights  
Identify effective methods for collecting data on customer behavior and use it to make better decisions for your business.

### Module 2: Applying Descriptive Analytics to the Strategy and Performance functions:

**Modeling Strategy and Performance** using historical data to describe cause and effect relationships between strategy and corporate, process, team and individual performance

### Module 3: Applying Predictive Analytics In Strategy and Performance Management:

Predicting performance indicators and strategic objectives/initiatives performance. Moving from the paradigm of reporting past performance to mapping future performance states

### Module 4: Predictive and Prescriptive Analytics:

Apply optimization models to strategic objectives/initiatives with low uncertainty and determine the most favorable outcome for your business.

**Module 5: Predictive Analytics:** Tools for Decision Making. Interpret and visualize the results of simulation models to evaluate complex business decisions in conditions of uncertainty

**Module 6: Diagnostic/Predictive Analytics:** Applying the tools and techniques of data science to analyze process performance and identify potential and future state performance issues. Model and improve process efficiency

**Module 7: Diagnostic/Prescriptive Analytics:** Actively monitor and manage performance and impact of strategic initiatives across the organization and predict contribution to strategic outcome. Go from traditional project-based reporting to Causal-Contribution Modeling

**Module 8: Predictive Analytics:** Using Data to Predict Employee Performance. Use data analytics to derive insights into the key HR functions like, performance appraisals, employee engagement, competence and talent concentration risks modeling

**Module 9: Application of Data Science to your function:** create a plan to put data and data science-based modeling to work in your organization.

## Training Structure



IN - PERSON



VIRTUAL

This program adopts a hybrid approach to accelerating learning among participants with the following structure;

### In-Person Class

a 5-day in person training to cover basic concepts data analytics and data science. At the end of this component, participants are placed in small teams and assigned a project designed to reinforce learning and improve mastery. The Bootcamps that follow, provide hand-holding support to participants to complete these projects

### BootCamp 1

Bootcamp 1 is a FULL day Zoom based session. This is a hands-on tutorial style session in which our seasoned Instructors work with participants in their teams to organize in readiness to complete assigned project milestones and connects all the dots between theoretical concepts learnt and their practical applications

### BootCamp 2

Bootcamp 2 is a HALF day Zoom based session. It is a hands-on tutorial focused on working with participants in their teams to review completed work on assigned project milestones and provide feedback and next steps

### BootCamp 3

Bootcamp 3 is a half day Zoom session focused on reviewing the completed project, assisting participants create a self-development plan and working with participants to identify organization-specific projects to directly apply the learned data science skills immediately on-the-job

## Learning Experience



**PROGRAM DURATION**  
Total Span: 8 Weeks

Four Parts with 2 weeks intervals



FORMAT

Part 1: 5-day In-person  
Part2: Full Day Boot Camp (Zoom)  
Part3: Half Day Boot Camp (Zoom)  
Part4: Half Day Boot Camp (Zoom)



**COURSE LENGTH**  
In-Person: 5 Days



**CLASS SIZE**  
Under 35 Persons



**HANDS ON**  
50% Component



**EFFORT**  
3 – 5 hours per week



**PROJECT LENGTH**  
Virtual Bootcamp : 7 Weeks

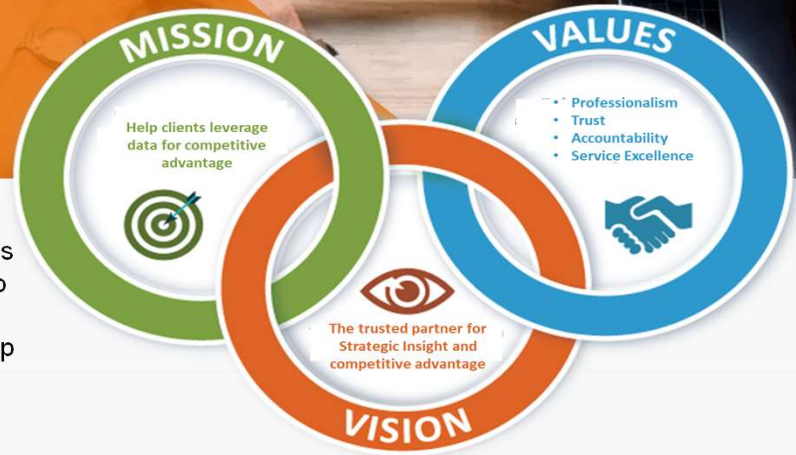


**TEACHING MODEL**  
Learning Portal, Instructor-led Plus, Project-based Bootcamps



**PRE-COURSE MATERIALS**  
Includes pre-course CBT and prep work

# About Prognoz.ai



We help organizations improve the quality of strategic decisions from insights uncovered in their data. We help organizations go from data to insights that power their strategy and operations through the application of machine learning and AI. Our flagship service implemented in several leading organizations includes the application of machine learning in Early Warning Systems Models for strategy, strategic initiatives management, performance management and risk management, and in Decision Support Systems Models that proactively track performance at all levels of the organization and detects the onset of performance anomalies and therefore enables executives to respond proactively to manage both risk and performance.

## PROGNOZ.ai



### Our Clients

#### HITACHI

Inspire the Next  
Implemented marketing strategy and performance management system for market development and service fulfillment

#### FirstEnergy

Implemented a full cycle performance management system with predictive modeling

#### JPMorganChase

Implemented a Data Analytics and predictive modeling for business process performance management



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MINISTRY OF HEALTH-ETHIOPIA

Implemented a full cycle strategy and performance management system for primary healthcare management and inclusion

#### Johnson & Johnson

Implementing Data Analytics and predictive modeling for drug adverse reactions management in clinical trials

#### PNC

Implemented an automated performance management system for strategy and workforce performance management in Commercial Banking

#### BRIDGESTONE



Implemented a Data Analytics and predictive modeling for performance anomaly detection

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