BERKELEY PROGRAM ON DATA SCIENCE & ANALYTICS (BPDSA)

Program Objectives

1. Module 1
   Berkeley, CA
   November 26-30, 2018
   Economic Analysis for Decision Making
   • Tools for Competitive Advantage
   • Product – Line Pricing Analysis
   • Decision Making Under Certainty
   • Designing Effective Incentives

   Data and Decisions
   • Statistical Analysis in Managerial Decision Making
   • Statistical Methods to Solve Business Problems
   • Effective Data Visualization

2. Module 2
   Online
   December 2018 – January 2019
   • Jupiter Notebooks and Python
   • Applications with Live Case Studies/Debrief by Faculty
Module 3

Inference and Measurement
- Micro-econometric data analysis
- A/B Testing
- Experiments to Increase Profits

Module 4

- Feedback on Group Projects
- Faculty Check-In and Coaching

Berkeley, CA
January 14-18, 2019

Online
February – March 2019
Module 5

Berkeley, CA
March 18-21, 2019

Machine Learning and Artificial Intelligence
• Leverage ML and AI for Business Insights from Big Data
• Tools for Supervised Learning Methods
• Tools for Unsupervised Learning Methods

Assembling a Data Science Team
• Mapping of resources from expert backgrounds to solve problems
• Design a tech eco-system which complements the data science team