



Executive Education

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J.P. EGGERS
*Associate Professor of
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Dear Program Participant:

Welcome to Business Analytics for Executives: Leveraging Data as a Strategic Asset. We are looking forward to working with you during your two days at Stern, May 7 - 8, 2018.

While the program speaks to a wide range of business analytics challenges, it will focus on two primary ones: (a) understanding what analytics can and cannot do when making business decisions, and (b) integrating analytics into every aspect of the organization, rather than relegating it to a separate corner of the firm.

Through a combination of discussion, simulation, and experiential exercises, you will develop a clear understanding of what decisions analytics can help you make, and the best way to transform analytics insights into strategies.

If you have any questions about the materials or about the program, do not hesitate to contact me, either by phone or email.

Regards,

J.P. Eggers
Academic Director, Business Analytics for Executives