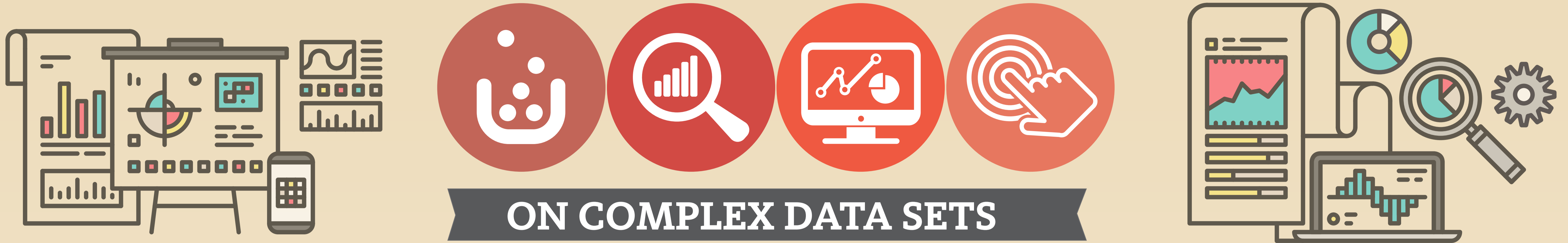


# Why Deploy Big Data Analytics...

...to Collect, Analyze, Experiment & Act



ON COMPLEX DATA SETS

for nuanced insights that improve decision making and results ?

## Data Volumes Are Huge

More than **2.5 exabytes** every day  
(2,500,000,000,000,000 bytes)

That's **20 billion** filing cabinets

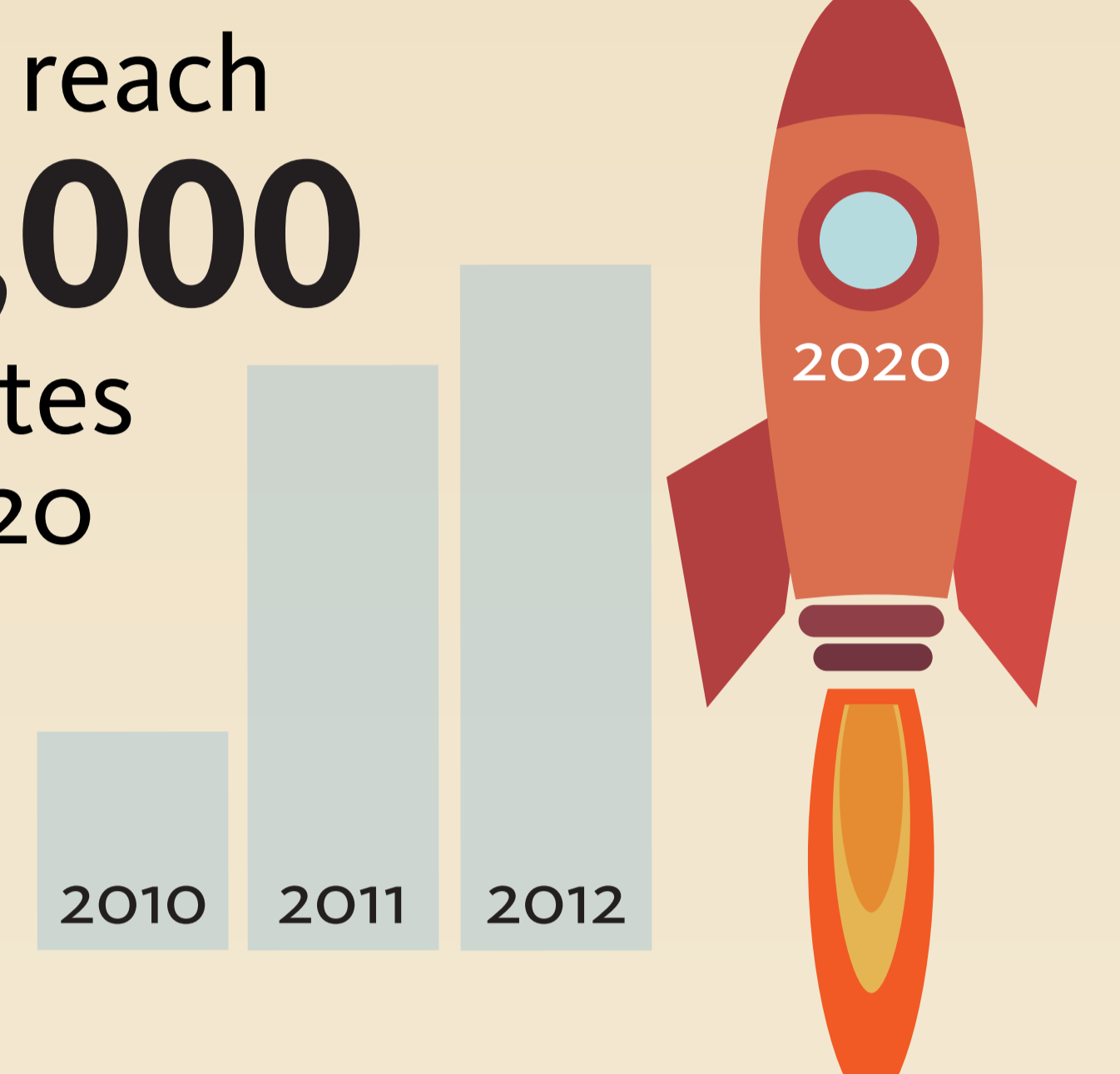


## And Getting Ready to Explode!

**44x**

Estimated growth of data on Internet of Things BY 2020

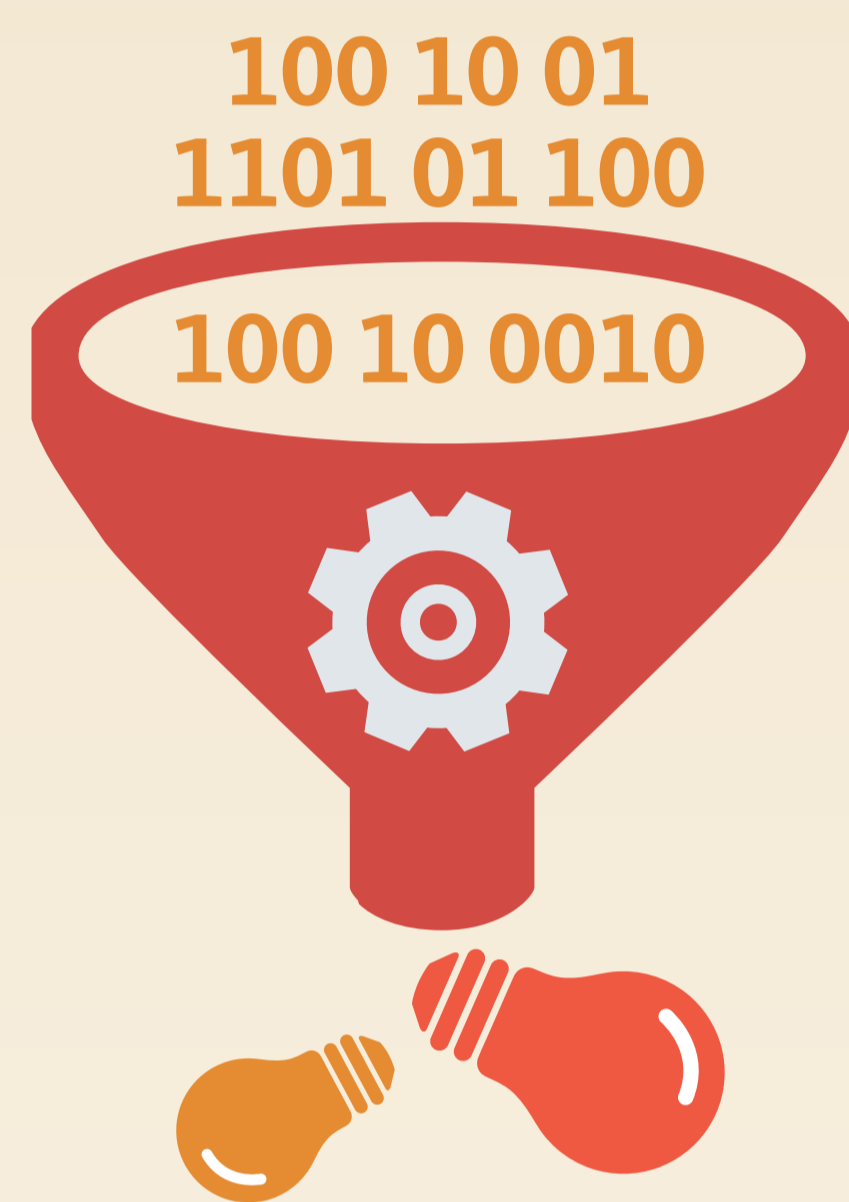
Likely reach **40,000** exabytes by 2020



## Analytics is Your Filter

“The management teams that win will be those that can make sense of the explosion of information in—and around—their businesses.”

– Clay Shirky



## Data Decisions Are Profitable

Companies which use data-driven decision making were on average...

**2x** more likely to have top-quartile financial performance  
**6%** more profitable than competitors



## Your Competition is Spending Big

In 2015	Financial Services	Software Internet	Government	Comms & Media	Energy & Utilities
Annual growth to 2020	22%	26%	22%	40%	54%

## Analytics Has Spin-Off Benefits

Companies which use data-driven decision making are...

**5x** more likely to make decisions **much faster** than the competition



**3x** more likely to **execute decisions** as intended

## Introducing SEEC's new Masters Certificate in Analytics for Leaders

**3X**  
1 week modules  
**13**  
topics

Duration:  
**15 DAYS**  
OVER TWO MONTHS  
Each module can be taken independently

### Organized Around Three Themes

**1**

**Marketing & Data Science**  
Answers the question: what can analytics do for your organization

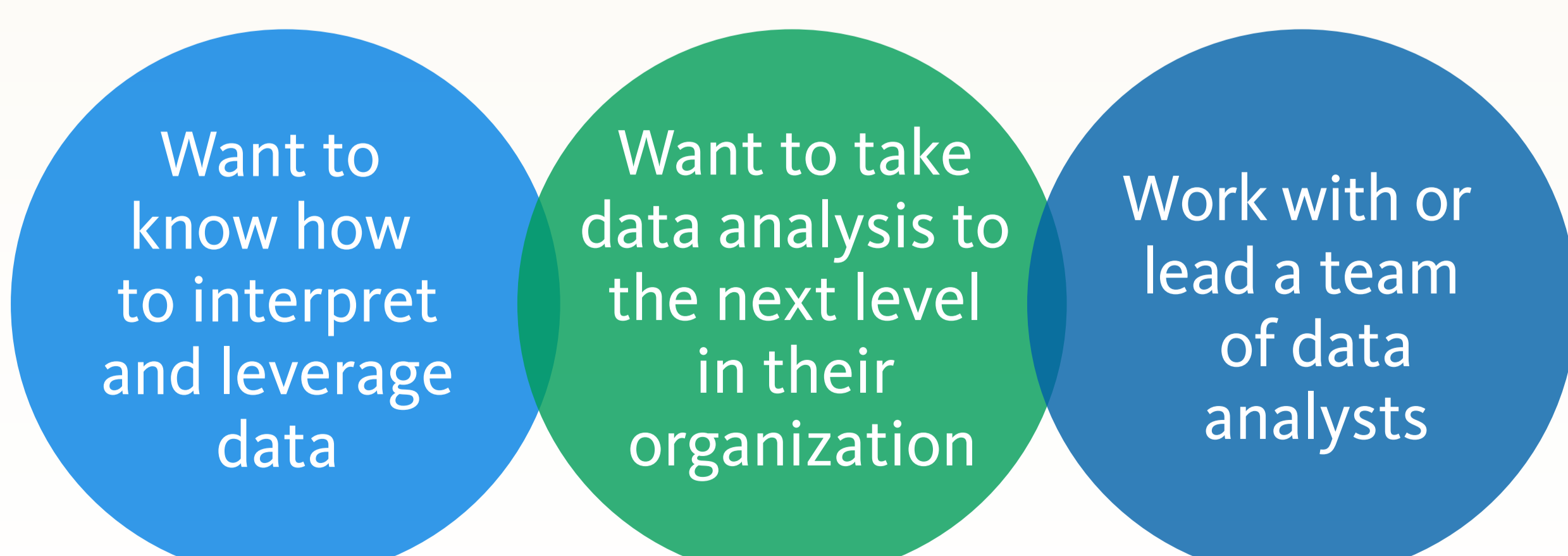
**2**

**Analytics & Leadership**  
Softer skills for integrating analytics into operations

**3**

**Predictive Analytics & Big Data**  
A deep dive into tools, technologies, and methodologies

### Perfect for Professionals Who:



### Unique Features

- Derived from Schulich's MBA Business Analytics concentration (the first of its kind in Canada)
- Incorporates content and skills most requested by industry leaders
- Participants do not need to be technically savvy, just open to learning



INFORMS CAP® (Certified Analytics Professional) recognized program

Program begins October 17, 2016

Register Online & More Information

[seec.online/MCAFL1610A](http://seec.online/MCAFL1610A)



Schulich School of Business Executive Education Centre

