ANALYTICS MANAGEMENT:

BUSINESS LESSONS FROM THE SPORTS DATA REVOLUTION

WHEN
TBD

PRICE
$3,900

WHERE
Live Online

EXECUTIVE CERTIFICATE TRACK
Management and Leadership

This program gives you an opportunity to engage in the guided strategic thinking necessary to develop, refine, and implement an analytics program. The success of an analytics program is not only driven by sound strategy but also the ability of an organization (and its executives) to execute through effective leadership and management. *Analytics Management: Business Lessons from the Sports Data Revolution* taps into the best practices from the sports industry as a case study, helping leaders take their analytics strategy to the next level. As a participant, you will be introduced to a strategic framework for developing an analytics program, and learn how sports organizations have applied this framework on both the team personnel and business sides. The curriculum will also address critical topics such as making the right technology decisions, building and organizing an analytics team, and communicating data for impact. The program concludes with a capstone session on leading an analytics transformation.

Please visit our website for the most current information.

executive.mit.edu/sam

MIT MANAGEMENT EXECUTIVE EDUCATION

Ben Shields

*Please note, faculty may be subject to change.

Outstanding course! The combination of speakers provided real world examples that were both interesting and applicable to other industries. Small group work provided opportunities to immediately start putting the lessons into practice.

– Adam C

OVERALL RATING |
★ ★ ★ ★ ★

TAKEAWAYS

You will learn:

- A framework for developing an analytics strategy, including problem definition, data collection, data warehousing, analysis, and decision making

- Best practices in team analytics strategies such as player evaluation, game strategy, and training and performance

- How organizations can use analytics to drive additional revenue and operate more efficiently

- The keys to building and organizing an analytics team that delivers insights to all parts of an organization

- How to recruit, empower, and retain analytics talent

- Communication skills and tactics to make data insights relevant and actionable to a variety of stakeholders

- Criteria and tools for evaluating and selecting analytics technologies

- Strategies for fostering a culture that prioritizes data-driven decision making

WHO SHOULD ATTEND

- Analytics executives across industries, including chief data/chief analytics officers at the top level, as well as mid-level analytics directors

- Executives in analytics-oriented disciplines, including leaders of marketing, IT, and operations.

- Executives in sports organizations who want to establish or refine analytics programs and who are seeking exposure to comprehensive best practices and trends from across the industry

CONTACT INFORMATION

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