



Data, Experiments, Decisions.

An Executive Workshop

We would like to invite you to the 2017 Executive Workshop on Data, Experiments and Decisions.

Why should you attend?

While it has become increasingly easier to collect larger and richer datasets, using these datasets to gain insights and change your business remains challenging. If you would like to know which questions can (or cannot) be answered by your company data or how to collect new data, this workshop is for you!

The workshop focuses on (field) experiments, powerful tools developed for the analysis of markets and customers. Nowadays, many organizations are using experiments to optimize user experience, improve digital platforms, evaluate the impact of company policies on ROI, and rigorously evaluate business practices.

We invite executives **from all industries** (including **startups** and **digital firms**) who are interested in joining the discussion and working together with academics with an expertise in data analytics and marketing.

Together, we will

- explore which questions you can address via field experiments
- design experiments that tackle difficult questions, and
- state conclusions about cause and effect.

Why are we doing this?

Our goal is to bring together hard business problems and the current thinking on causality and experimentation. We would like to engage with practitioners who are orientated towards data-driven decision making and data science.

Program:

November 24, 16.00-19.30

November 25, 09.00-12.30



Prof. Dr. Jörn Grahl
Digital Transformation and Analytics



Prof. Dr. Hernán A. Bruno
Marketing and Digital Environment



November 24-25, 2017
Location: University of Cologne
Learn more and register: <http://www.ded.uni-koeln.de>
Contact: ded@wiso.uni-koeln.de

