

# 1-Day Deep Learning & Artificial Intelligence Leadership Seminar

*Soothsayer Analytics & the International School of Engineering (INSOFE) are offering a unique program designed exclusively for business leaders seeking a foundation for Data Science success.*

## What is Data Science, and Why is it Important?

Any Data Science effort involves 3 broad steps:

1. Systematically collecting relevant data from a variety of internal and external sources. This includes structured data in databases as well as unstructured data contained in documents, images, videos, logs, emails, and social media.
2. Analyzing data to unearth actionable patterns and results that will deliver business-relevant forecasts, insights, and recommendations.
3. Visualizing and articulating the results in such a way that business users can effectively consume the insights in real-time or as needed.

Historically, most organizational decisions were the result of domain knowledge and intuitive understanding by senior executives. Modern companies are much more complex and exhibit previously unseen levels of uncertainty. It is vital for leaders to adopt a data-driven process that addresses this paradigm shift and enables stakeholders to make scientifically-supported decisions.

Having the ability to process and analyze massive amounts of data to test intuitions, unearth new insights, and predict the future is becoming a key differentiator. For instance, Data Science can be used to identify and target high-value customers, predict asset failures, analyze important documents, and ascertain which investments will result in the most ROI. These are business-critical problems that are increasingly being addressed by Artificial Intelligence & Deep Learning technologies.

## Program

In just one day, learn how Artificial Intelligence & Deep Learning can dramatically enhance your organization's services, products, and processes. This non-technical seminar will teach you a suite of frameworks, tools, and strategies to ask the right questions, establish proper processes, and build high-functioning Data Science teams that deliver results.

## Goal

Teach leaders how to utilize Artificial Intelligence & Deep Learning, define a proper strategy, establish a foundation for Data Science success, and methodically answer questions such as:

- How can my organization benefit from A.I. & Deep Learning?
- What new products, solutions, services, and processes can we create to revolutionize our performance?
- How do I democratize these new technologies?
- How do I build an internal center of excellence and/or properly vet and interact with external partners?
- How do I minimize organizational friction and maximize utility while instituting disruptive innovations?

## Who Should Attend?

P&L Leaders that want to harness Artificial Intelligence & Deep Learning to gain a competitive advantage and revolutionize their operations. This is a domain-agnostic, non-technical seminar that is ideal for any organization looking to positively disrupt the status quo.

## Key Benefits

- Learn what Artificial Intelligence & Deep Learning can and cannot do for your organization.
- Learn how to prepare your team to effectively embrace Artificial Intelligence & Deep Learning and drastically reduce the time it takes to define, architect, plan, and develop solutions.
- Learn to apply design thinking, technical expertise, scientific strategies, and agile methodologies to develop demonstrably valuable Data Science solutions.
- Network with peers from diverse industries and functions to formulate fresh ideas.
- Develop a Data Science blueprint/roadmap for your organization.

## Curriculum

This one-day seminar is structured into three sessions that will cumulatively provide you with a holistic, innovative, and actionable learning experience.

- **Deep Thinking:** You will analyze Artificial Intelligence & Deep Learning as a new and improved method for problem solving.
- **Deep Learning for Decision Makers:** You will learn practical applications for Artificial Intelligence & Deep Learning, how to best leverage such innovations, and how to minimize risks and maximize ROI.
- **Deep Strategy:** You will learn a suite of frameworks, garner valuable insights, and design a step-by-step blueprint that enables your organization to effectively embrace Artificial Intelligence & Deep Learning.

*Our team has developed Data Science Solutions & Centers of Excellence for many of the world's leading companies. Such experience has greatly influenced this seminar and enabled us to condense years of learning into a manageable time commitment that will not distract from your ongoing initiatives.*

## Mentor & Professor

### Murthy Kolluru | Ph.D., Carnegie Mellon University

Dr. Murthy holds a Ph.D. from Carnegie Mellon, started his career as a Rocket Scientist, and founded one of the top Data Science programs in the world (International School of Engineering). In addition to being a globally-recognized Data Science academician, he has 2 decades of experience consulting with, training, and conducting research for dozens of Fortune1000 companies.

## Program Logistics

**Cost:** \$899 (\$75 early bird discount if paid prior to 1-9-18)

**Detroit, MI:** January 31<sup>st</sup> | 8 – 4 PM @ Westin Hotel (1500 Town Center, Southfield, MI 48075)

**Columbus, OH:** February 15<sup>th</sup> | 8 – 4 PM | @ Hotel LeVeque (50 W Broad St, Columbus, OH 43215)

To register, contact Chris Dole @ 614-902-0294 or [Chris@SoothsayerAnalytics.com](mailto:Chris@SoothsayerAnalytics.com)