Introduction to Data Science with Python
2-Day Course @ Kellogg School of Management, 22-23 April 2017

According to a recent *Harvard Business Review* article, the top one-third of companies that employ data-driven decision making are, on average, **5% more productive** and **6% more profitable** than their competitors. This finding is **statistically significant** and is reflected in measurable **increases** in stock market **valuations**.

Data science describes the art of extracting **insights from data** and improves **decision-making** and boosts **product development.** Because of the benefits that **data science** brings to corporations, financial institutions, and startups, it is one of the **most prized skillsets** today.

Kellogg's E-Club & *Cognitir*, a global training company, are organizing a two-day course on 22-23 April 2017 to teach the essentials of **data science** with the **Python programming language.** The company led a successful training workshop at Kellogg this past fall and is happy to be invited back! Cognitir has also led training courses at other top business schools including: Wharton School of Business, MIT Sloan, London Business School, Chicago Booth, Columbia Business School, HEC Paris, UCLA Anderson, Michigan Ross, NYU Stern, Virginia Darden etc.

By the end of this **introductory course**, participants will have used the Python programming language to analyze real-world data sets, draw meaningful conclusions from the data, and present their results in a clear and persuasive manner.

DATE: 22-23 April 2017

TIME: 09:30am – 5:00pm

LOCATION: Northwestern University, Kellogg School of Management (room TBD)

PRICE PER TICKET: The student price is **$149 per ticket**. Please use the discount code: **KelloggIDS2017** to receive this student price

(Standard Corporate Price: $1299 per ticket)

There will be a maximum of **65 tickets available** for this workshop.

To register for the course or learn more, please visit:

http://www.cognitir.com/kellogg

QUESTIONS? Please send an email to info@cognitir.com.