

ANALYTICS FOR CHANGE

BETTER CITIES THROUGH DATA



Program Dates: February 5 – 6, 2015 | **Program Fees:** \$960 | **Application deadline:** January 30, 2015

FACULTY CO-CHAIRS



Timothy H. Savage is a visiting scholar at NYU CUSP. Dr. Savage has nearly 15 years of experience in consulting focused on complex quantitative analysis. His experience ranges from large antitrust and commercial damage engagements to civil and criminal engagements in the financial services sector. Most recently, Dr. Savage has conducted detailed analyses of international benchmarks for interest rates.

In the areas of energy and the environment, Dr. Savage has developed a sophisticated econometric model to forecast land use in California, as well as “rare-event” models to examine alleged violations of federal air quality standards. Dr. Savage’s published research uses complex econometric methods to examine hypotheses ranging from labor mobility to consumer demand. He has also developed survey instruments and conducted subsequent data analysis to examine consumers’ willingness to pay for improvements in air quality.



Dr. Alan Kantrow is Chief Learning and Communications Officer of The Governance Lab @ NYU. Prior to joining The GovLab, Alan was Managing Partner of Alan Kantrow LLC, where he provided advice on strategy, organization, innovation, communication, and knowledge management to corporations, colleges and universities, and government entities focused on educational and economic development in many different parts of the world. He HAS also BEEN a Senior Advisor to HCD Global in Shanghai, A Professor of Management and THE Director of an infrastructure-focused research center at Moscow School of Management/Skolkovo, A Visiting Scholar at Sloan School of Management (MIT), and AN adjunct lecturer in strategy at Babson College.

Previously, for more than a dozen years, Alan was a Senior Partner and Chief Knowledge Officer at Monitor Group. Before that has was a Partner and Director of Communications for Asia-Pacific at McKinsey & Company, as well as Editor of the McKinsey Quarterly. Still earlier, he was a Founding Partner of Winthrop Group (business historians) and Senior Editor of Harvard Business Review. He is the author of several books and many articles, and his blog on tertiary education can be found at HBR.org. Alan holds both his AB and PhD from Harvard University.



PROGRAM OVERVIEW

Today's cities generate data at an astounding rate. Growing almost as quickly are expectations about how such data can be used and how much value it can create. But deriving useful and actionable insights from that data is a genuine challenge. Over the course of this one day program, you will acquire the skills required to frame and commission effective data-driven projects that lead to tangible, real-world outcomes. This program will also help prepare you to partner with senior executives within your organization in order to design, implement, and evaluate analytics projects so that they consistently deliver measurable, scalable results.

The program will introduce you to tested frameworks for data diagnostics, acquisition, and sampling; to strategies for framing complex problems so that they can be legitimately addressed by analytics work; and to practical guidelines for working responsibly with data-driven insight. There is a special focus on the practical aspects of creating actionable insight in urban environments.

The program combines sessions by leading faculty, researchers, practitioners, and city leaders with case studies, cohort discussions, and professional coaching. By the program's end, you will have a foundation in project scoping and data-driving management that will empower you to contribute to making cities more efficient, livable, equitable, and resilient.

Perhaps most distinctively, you will have the chance to hear directly from leading data analysts about what they do and do not find useful in the kinds of data-crunching requests they often receive. Many such requests are unreasonable; many overlook opportunities to create valuable new insights. Doing your job well means being able to recognize which is which.

The program curriculum focuses on four areas:

- ▶ How to frame an analytics problem
- ▶ How to ensure that you keep projects on track
- ▶ Understanding the challenges of working with data-driven insight
- ▶ How to derive insight from data in a consistent way

WHO SHOULD ATTEND

This program is designed for leaders, executives, and entrepreneurs who want to be ahead of the big data revolution. It will benefit professionals from the public and private sectors involved in all city-related industries.



PROGRAM AGENDA

FEBRUARY 5TH (6PM – 8PM)

Registration and network reception

Evening session:

- ▶ The truth about data, cities, and actionable insight

FEBRUARY 6TH (9AM – 5PM)

Morning session:

- ▶ Cases studies on data-driven projects: what can we do with data & challenges of working with data-driven projects
- ▶ Framing an analytics-problem

Afternoon session:

- ▶ Data acquisition and sampling
- ▶ Creating actionable and measurable insight
- ▶ Evaluating data-driven outcomes