Seminar at Chair of Statistics & Econometrics, JLU Gießen SS 2020

TOPIC:

Business forecasting based on advanced analytics: One corner stone in data-driven decision-making

Lecturer:
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What is Machine Learning? And what is AI? Automated processes, robots and artificial intelligence will remain and become more and more important. Nerds' and data specialists are the new heroes of our days.

To make you part of the play and to enable you to shape the future of data-driven decision making in companies and across society, the seminar will deal with business forecasting as one central element in digital transformation.

We will examine the relevance of forecasting using advanced analytics – e.g. machine learning and AI - for firms and the economy. You as a participant will present your own (empirical) work. The aim of the seminar is to enable the participants to

- understand data: its importance and the handling (cleansing, pre-processing, preparation)

- deal with / handle methods from the field of predictive analytics

- train presentation of D&A exercises for management communication

Not everyone has to be or become a data-scientists, but a future leader must understand the difference between business intelligence/reporting and advanced analytics!

Organization:

- Kick-off / topic allocation: Beginning of semester

- 2-days block event at the end of the semester (paper presentation)

- Seminar language will be German, presentations / papers in English are highly welcome