DATA ANALYTICS
for Small, Medium and Large Businesses

*A **FREE** Seminar for the Lakeshore Community*

August 15, 2018
8:30-10:30 AM
Lakeshore Technical College – Lake Michigan Room
1290 North Avenue • Cleveland, Wisconsin

Breaking through a mindset that data analytics are for large companies only, this interactive, free educational seminar introduces data analytics and how it is being used to maximize resource utilization. Special emphasis will be on methods of gathering and analyzing data that is already available or is easy to create. Attendees will have the opportunity to offer their view on what data analytics capabilities would benefit the area - helping set the focus of programs being developed by local organizations.

This session is ideal for:
• Privately-owned small- and medium-sized business owners
• Upper and middle managers in larger corporations
• College educators, students and staff

You'll learn:
• What data analytics really is, and why it is valuable to all businesses
• How any sized company/department can begin to compete using data
• How to create valuable dashboards to monitor progress
• How most companies see at least a 5% increase in productivity and profitability when incorporating data analytics into their decision making

Feedback received during the seminar will contribute to shaping data analytics programs being developed to support local businesses.

Register online at **gotoltc.edu**/Data-Analytics

For more information, contact Dr. Barbara Dodge at barb.dodge@gotoltc.edu or 920.693.1386.

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ABOUT THE SPEAKER

BRIAN TAUBENHEIM, a science and numbers guy by nature, has built a career around how the use of modern analytical methods can provide a competitive advantage to organizations of any size. By effectively combining science, business, and project management, he has achieved successful outcomes in complex environments. He has led corporate alliances in the US, Europe, and Asia. Additionally, Brian has worked on programs in collaboration with the US Departments of Defense and Health and Human Services, as well as participating in interactions with multiple international healthcare agencies and organizations.

Brian believes that the emerging field of data science and "big data" can effectively help businesses of any size, not only the largest organizations. His company, Wilco Consulting, is a resource to businesses in the integration of data analytics into ongoing operations and planning.

Brian holds a Bachelor's Degree in Chemistry from Lakeland University, a Master of Business Administration from Cardinal Stritch University, and a Master of Science in Predictive Analytics (aka data science) from Northwestern University. He also has a Masters Certificate in Project Management from UW-Madison and holds a Project Management Professional (PMP) certification from the Project Management Institute (PMI). He is a veteran of the United States Marine Corps.