

### Data Visualization and Predictive Analytics

Tempe, Arizona – April 9-11, 2019

Estimated 23 CPE hours in Management Services

#### Communicating with Data Visualization

April 9, 8:30am-4:30pm – ASU Memorial Union

#### Course Description

Colleges and universities are increasingly reliant on data to make decisions and solve problems. As a result, business officers need to know how to search for and utilize key metrics that identify and solve problems.

This technical workshop walks through the data lifecycle from gathering data, organizing it in a meaningful way, exploring the data for insights, using metrics to solve problems using data visualization, and presenting data to top level administrators.

Time and guidance will be provided to experiment with the techniques covered in the course. We will use Tableau, an industry leading software for data visualization. No prior knowledge is required. You will need to bring a laptop for this hands-on workshop.

#### Learning Objectives

- Gain familiarity with general principles of selecting metrics and visualizing data
- Understand principles for using data to brief senior leadership
- Become acquainted with methods for exploring a dataset
- Practice creating visualizations and dashboards in Tableau
- Learn about new technologies for data visualization

#### Who Should Attend

Individuals interested in learning how data visualizations can help their organization make decisions, advocate for change, and show results.

Rebecca T. Barber



Rebecca T. Barber is the Senior Director of Management Analysis at Arizona State University (ASU) within the Office of Planning and Budget, where she works extensively with all aspects of university data for the purpose of strategic and financial planning, predictive modeling and econometric analysis.

She holds a Ph.D. in Education Leadership and Policy Analysis from ASU as well as an MBA from the W.P. Carey School of Business. Prior to joining ASU, Dr. Barber worked in a variety of finance and technology positions at University of Phoenix, Cornell University, SUNY-Albany and Syracuse University. Dr. Barber created a one-of-a-kind online data science program specifically for higher education professionals.

The graduate certificate in Advanced Analytics in Higher Education at ASU Online prepares professionals to conduct advanced analytics and assist university personnel in making data-driven decisions for higher and postsecondary education.

# Predictive Analytics and Data Mining for Business Officers

April 10-11, 8:30am-4:30pm – ASU Memorial Union

## Course Description

Predictive analytics is a phrase that litters the news, but one many business officers have little experience with. We often hear about predictive analytics and data mining technologies being applied to enrollment and retention problems, but it may not be immediately obvious how the business and finance parts of an institution can use these technologies. Further, the terminology can seem arcane, with techniques drawn from statistics, computer science, and a variety of other technical areas. This workshop will teach participants how to use data mining and predictive analytics to improve the efficiency of their institution.

The session will cover the full life cycle of a project, from idea to implementation and assessment. No prior knowledge of data mining will be assumed, although a basic understanding of statistics is helpful. We will use RapidMiner, an industry-leading data mining tool that requires no programming skills.

*You will need to bring a laptop for this hands-on workshop.*

## Learning Objectives

- Understand the terminology and tools involved in predictive analytics, data mining, and other advanced analytic techniques
- Learn a repeatable process for advanced analytics that can be applied to a variety of business problems
- Gain experience using an open source, menu driven tool to perform and interpret an analysis
- Practice assessing the results of an analysis to determine next steps

## Who Should Attend

This workshop is intended for individuals who are responsible for complex analysis tasks. Experienced professionals with solid technical and analytic skills can benefit from this course.

### Brian Flynn

Brian has worked in Higher Education for 13 years, both at public and private institutions. He holds a BA in Business Information Systems and recently earned a graduate certificate, Advanced Analytics in Higher Education, from Arizona State University. In 2013 he joined Trinity College in Hartford, CT where he is currently a Data Insights Specialist and Project Coordinator. Working within the Analytics and Strategic Initiatives department, he helps support the college's mission to use data to improve decisions.

### Ferenc Feher

Ferenc Feher is a Data Analyst Specialist at Arizona State University (ASU) with the Graduate College. Previously he work in the Office of Planning and Budget providing user support and data analysis of budget data. He is currently pursuing a graduate degree in Analytics. Ferenc holds a Bachelor's degree in Psychology with an emphasis on mathematics and research. Prior to completing his undergraduate degree, he served in the United States Marine Corps where he received training in Lean Six Sigma.

## Registration Options

### Member

### Non-Member

Three-Day Workshop, April 9–11

\$600

\$700

[\*\*CLICK HERE TO REGISTER\*\*](#)

## Hotel and Travel Information

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**Workshop: Memorial Union - Arizona State University Campus.** 15 minute walk from hotel.

**Hotel:** Residence Inn Tempe Downtown/University – 510 South Forest Ave, Tempe, AZ 85281  
(480) 967-2300 | 1 (800) 331-3131

**Room rate:**

Single: \$174.00

Double: \$174.00

[Book your reservation for WACUBO workshop](#)

Room rate includes full breakfast.

Room rate is guaranteed 3 days pre and post workshop: **Call the hotel for reservations for additional days.**



**Hotel shuttle:** Call for pickup

Discounted overnight self-parking is \$12 per day

### WACUBO Contact

Donna Horn – [donnah@seattleu.edu](mailto:donnah@seattleu.edu) | Carmen D'Angelo – [Carmen.Dangelo@asu.edu](mailto:Carmen.Dangelo@asu.edu)

### Cancellation Information

Refunds will be given upon written request 30 days prior to program, less a \$50 cancellation fee. Substitutions are allowed at any time at no additional charge.

*If special accommodations are required, please advise at the time of your registration.*



The Western Association of College and University Business Officers (WACUBO) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org).