

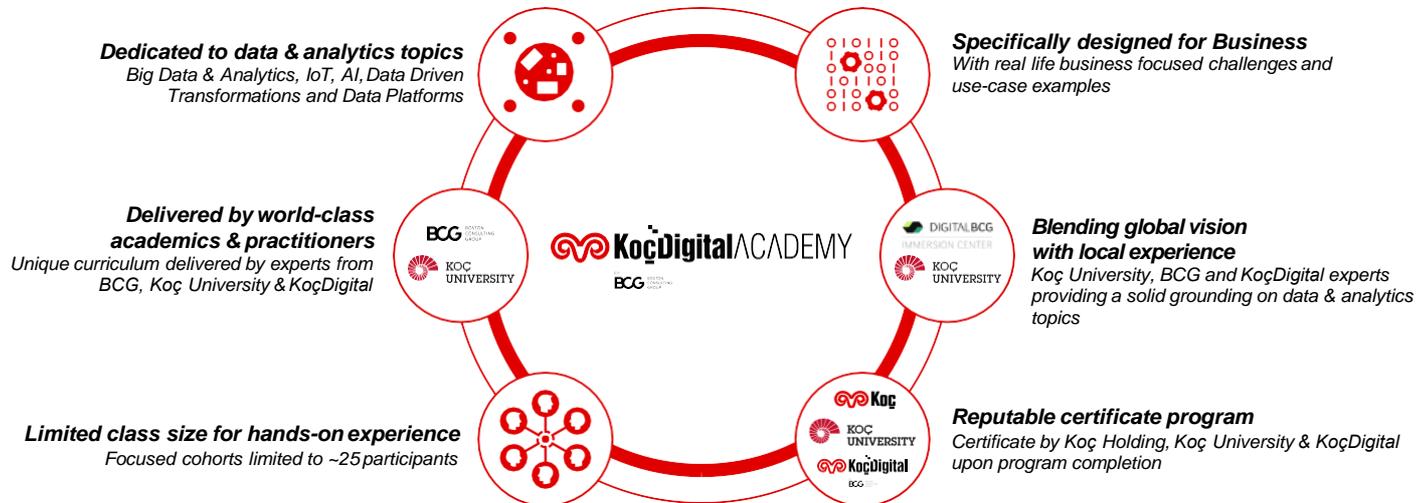


Koc Digital ACADEMY

With
BCG BOSTON
CONSULTING
GROUP

Data & Analytics
for Business
Online **Program**

Data & Analytics for Business Online Program



Objective of the program

KoçDigital Data & Analytics for Business online program is designed specifically with business people in mind. Program supports remote learning sessions with interactive workshops and seminars with global practitioners at BCG's. In addition, participants get to work on a real analytics project relevant for their employers under the guidance of BCG & KoçDigital topic experts and awarded a certificate in "Data & Analytics for Business" upon the successful completion of the online program.

Our aim is to train participants on data & analytics topics, helping them to readily bridge the business & technical perspectives and to accelerate analytical transformation at their organizations.

Combining strategy and technical implementation from a business perspective, participants will be able to:

- Develop foundational skills and have fluency in data analytics concepts
- Have a solid understanding of data analytics and AI solutions across the business value chain
- Lead analytics projects with interdisciplinary teams
- Manage and collaborate external parties at analytics projects successfully
- Understand how to drive business value from analytics initiatives

Our partners

KoçDigital certificate program in “Data & Analytics for Business” brings together with KoçDigital, Koç University and BCG’s world-class trainers and practitioners.

During the intense 5-day online bootcamp week at the heart of the program, Koç University, BCG and KoçDigital experts teach remote sessions, providing a solid grounding on data & analytics topics.

BCG Gamma experts and practitioners bring real life advanced analytics case example from around the world, across multiple industries and functions, presenting and discussing them with program participants.



Online program certification

KoçDigital Data & Analytics for Business program delivers a professional certificate upon the completion of the program to the participants.

The certificate is developed by KoçDigital Academy, Koç University and BCG with the expertise of a wide range of data and analytics topics, including advanced analytics, big data, IoT, modern data platforms and more.

Participants are taught data and analytics subjects at interactive and limited cohort format. Within this methodology, they gain effective hands-on skills which can be immediately applied at their organizations and they earn an Executive Certificate from KoçDigital Academy.



Dedicated to Data & Analytics topics

Carefully selected courses on concepts and frameworks on data, analytics and IoT topics.



Data-Driven Transformation

Discover how data driven initiatives could enhance your company's digital journey and transform your business processes. Learn how the world's leading data-driven companies are deploying AI solutions at scale and realizing significant benefits. Understand key challenges and success factors in implementing analytics programs in your organizations.



Big Data

Understand how to use data sets whose size or type is beyond the ability of traditional relational databases to capture, manage and process the data with low latency and drive value from high potential use-cases and technologies for your company.



Advanced Analytics

Learn about the advanced analytics use cases across industries and functions, from Sales & Marketing to Supply Chain and Operations. Immerse yourself through a step by step process of how analytics is set up in a business, how it is used in day-to-day processes and advanced analytics techniques, businesses can use to create efficient and robust solutions.



IoT

Learn about the potential of internet of things (IoT), the digitally connected universe of everyday physical devices which are embedded with internet connectivity, sensors and other hardware that allow communication and control via the web, and get familiar with the newest trends & technologies related with the IoT platforms.



Modern Data Platforms

Grasp the understanding of the latest digital data platform strategies, technologies and trends to drive data driven business transformation through your organization.



Use Case Examples

Learn and discuss industry specific use case examples, directly with the analytics practitioners who implement them. Discuss key challenges and learnings, and the opportunity to implement these solutions in your organization for more accurate and more efficient decision-making.

Data & Analytics Online Program journey

47+

Hours of Hands-On
Involvement

6

Weeks of Online
Learning Journey

10+

World-Class
Lecturers and
Experts

25

Participants in a
Personalized Online
Class

It is time to apply learnings
in your organization

Starting point



Welcoming Day

Get started with your journey and meet your cohort with a online welcoming ceremony and keynote speeches of program trainers.



Online Pre-sprint

Benefit from a wide range of online courses on Data & Analytics subjects to get ready for developing concrete and in-demand skills



Online Capstone Project

Complete prep phase of a real-life analytics project you choose most relevant for your organisation with coaching support from KoçDigital and BCG's world-class experts. Follow a proven, structured approach for initiating an analytic project, assessing the business case and data feasibility for your solution. Present your progress to your managers and peers, and be ready to implement them in your organizations.



Project Presentations and Certification

Present your capstone project during the online closing ceremony and receive your certificate upon the program completion



Online Bootcamp Week

Experience online bootcamp week with interactive training & hands-on exercises in order to prepare yourself to apply your knowledge in the professional world

Capstone project for real-life analytics project experience

During this phase of the online program, each participant will have the opportunity to learn and work on a real life analytics use-case

During the online Bootcamp week, participants will identify their specific project with guidance from experts

Participants are expected to:

- Select a unique analytics use case applicable to business
- Evaluate the business case for the use case
- Assess data feasibility
- Evaluate high-level technology requirements
- Define project governance and roadmap

Selected sample projects from previous participants

Retail & White Goods

- Call center sentiment analytics
- Data analytics on connected products
- Customer care analytics & fraud detection
- Customer journey and engagement analytics
- Promo optimization

Automotive

- Sales analytics & forecasting
- Data-driven sales strategy and production planning
- Smart welding using advanced analytics
- Price optimization for spare parts
- Churn prediction for fleets & service

Finance

- ATM cash flow optimization
- Smart lending, pre-approved credit offers

Energy

- Simulation based performance monitoring & optimization
- Middle distillate and catalyst life optimization
- Incident analytics & prevention
- Quality estimation modelling of bitumen production
- Optimization of inventory holding time
- Gas turbine efficiency improvement

Manufacturing

- Enhanced production planning
- Increase sales efficiency through better demand forecasting
- Delamination prediction and prevention in flexible packaging industry

Who should attend?

Data & Analytics for Business online program targets business professionals who are increasingly in need of working with data, analytics and IT teams to leverage advanced analytics and AI solutions in their business domains. No prior experience required, but strong motivation and interest required in data & analytics topics to succeed in this challenging program.

Previous participants to the program included representatives from multiple areas within business functions, including:

- Commercial e.g. Marketing, Sales, Customer Experience
- Operations e.g. Manufacturing, Supply Chain
- Support functions e.g. HR, Finance, IT

*All program content is taught in English and accordingly participants are expected to meet the English language requirement



Participants Reviews



Barış Yenmez
Tat Gıda

Although this program was actually very busy, the content was full. In fact, I have benefited a lot for myself. We had the opportunity to see what is happening in the world and what other companies are doing.



Uygur Er
Yapı Kredi Bankası

In particular, online training has been very useful in bringing everyone to the same level. I can say that it is important to benefit from these training contents in our companies.



Merve Aygün
Tüpraş

Particularly, our 1-week Bootcamp instructors added a vision to gain a new perspective on industry and technology. One of the most important working methodologies, for example, how to make a digital transformation project, was experienced with small games and learned with fun. On the other hand, we have learned that the methods we use in our daily lives actually have a name.



Burcu Şeran
Burak Semercioğlu
Tofaş

The program was very enjoyable, instructive and productive. It has also brought an important and new perspective to a project we are currently doing. We are quite satisfied. We believe that this is one of the most comprehensive and quality trainings we have attended. We found it very successful that it was designed as an inclusive program that started with digital trainings, continued with reinforcement trainings and ended with the latest project presentations.



Ezgi Kömürçü
Tüpraş

The program has been worked very seriously from beginning to end, managed by very professional teams and calendars are adjusted accordingly. Online trainings, we have received training from really well-known universities around the world and their excellent trainers. Particularly in the 3-day training we received at Koç University, we received trainings from very valuable professors. In the program of the Paris section, our horizons were seriously opened. We had a lot of data, but we had no idea how they could be processed. I can say that it provides us with an important vision.

Manager reviews



Barış Düzenli
Tüpraş

Data is one of the most important highways for us in our digital transformation journey. We expect our friends who participate in the program to have guides on this journey and to open the way for our company with the competencies and skills they have learned. Data & Analytics for Business is a very valuable and important program for us in this respect.



Nihat Bayız
Arçelik

We aim to create value for our customers and our company with the data we collect from both our R & D activities and finally the products we sell to consumers from this program prepared with great effort.



Önder Haydaroğlu
Yapı Kredi Bankası

This program, designed in collaboration with KocDigital and BCG, is very exciting. My colleagues participating in this program will be bringing together their own experiences and the experiences of other participants to reach a common synthesis. In particular, I believe that the results they will achieve through the project works in this journey will be very beneficial for the projects they will perform within the institution.



Sarp Yeletayşi
Tüpraş

What we basically create value in our company is managing data. Accordingly, we make estimates regarding our production and marketing activities. In this respect, it is very important that we understand and manage the data well. At the end of the program, we expect our colleagues to better explore the methods used in data management, analysis and reporting processes and apply them to our efficiency to contribute to our value creation process.

About

KoçDigital is Turkey's leading Internet of Things and advanced analytics company operating as a wholly-owned subsidiary of KoçSistem and growing with the resources and support of Boston Consulting Group (BCG), one of the world's leading management consulting companies.

KoçDigital aims to improve the technological competencies of organizations add qualifications to the workforce of companies from different sectors, while delivering them technology solutions focused on data analytics and the Internet Of Things. Continuing to deploy successful projects in automotive, energy, finance, consumer and retail sectors in particular, the Company also strengthens the Turkey's position in technology arena. KoçDigital acts towards the goal of becoming a leading technology company not only in Turkey but throughout the region.

KoçDigital Academy, which is part of KoçDigital, assumes the mission of developing the digital competencies of the employees of KoçDigital and its customers.

Eco-friendly, 100% recycled paper technology was used in the production of this brochure.

