

## Overview:

Data for Decision Making focuses on the business leader using data and the secrets hidden within to make and communicate better business decisions. Using the vast array of data available in and outside an organization paired with basic statistical knowledge, leaders can move on fact-based decisions. With this type of decision making, the more accurately businesses can predict trends and decision impacts while assessing risk, the greater the opportunity for them to outpace their competitors.

## Description:

### In this program, you will learn how to:

- Use statistical methods to create, analyze, and transform data into information used in business decision making
- Describe data using measures of central tendency and dispersion
- Describe levels of confidence and interpret confidence intervals
- Use Excel to complete statistical data analyses including normal distribution functions and linear regression

## Audience:

***Data for Decision Making*** is designed for managers and emerging leaders who strive to lead others and make organizational decisions based on actual data.

## Facilitator:



Lauren is an XLC facilitator and holds faculty positions at three local colleges and universities, including the Xavier Williams College of Business in the Departments of Business Analytics and Psychology. Lauren is an experienced Research Analyst with a demonstrated history of working in the FMCPG and healthcare industries. Skilled in SPSS, Microsoft Excel, Data Analysis, Critical Thinking, Public Speaking and Experimental Design.

Lauren has a strong educational background with a Master's Degree focused in Customer Analytics from Xavier University and a Master's Degree focused in Experimental Psychology from the University of Louisville.