



Data Design Thinking Training

for Data Scientists

You are a ...

- Data Scientist
- Data Engineer
- Data Analyst
- Data Strategist
- Head of Data Science
- Chief Data Officer

... or in a similar position ...

... and are facing the following challenges?

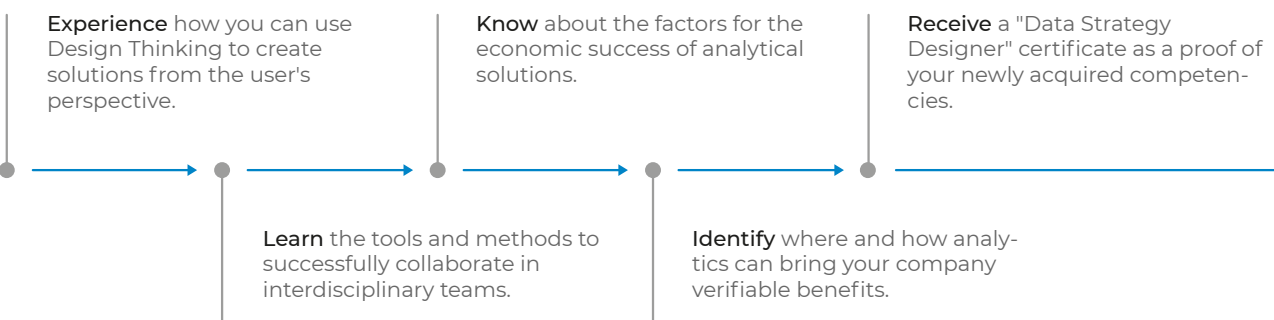
- Identifying the **right use cases** for analytics in your company.
- **Prioritizing possible applications** together with the business departments.
- **Quantifying the goals** together with the colleagues concerned.
- **Plan analytics projects** and the necessary resources realistically.
- Finding and evaluating the **right data sources** and evaluate them.

Then we recommend you participate in the seminar

Data Design Thinking – with Design Thinking to successful Data Science & Analytics, to learn:

- How design thinking helps you develop **data-driven solutions** that are **technically feasible**, desired by the users and **viable**.
- How to identify, prioritize, and evaluate **analytical use cases** to quickly find the "**next best project**".
- How to **collaborate efficiently and purposefully in cross-departmental teams** using visual collaboration tools.
- How to **identify and eliminate project risks** early and **estimate the costs and benefits of analytics solutions** early.
- How to develop a **roadmap for implementing analytics solutions** for long-term success.
- How to **explore your company's data landscape** and **evaluate data sources** in terms of data quality and availability to prevent unpleasant surprises in the project.

... and much more! Profit both personally and professionally:



Book one of our seminars now: www.datentreiber.de/fortbildung/data-thinking



Data Design Thinking Training

for Data Scientists

Data Design Thinking Training

Presence training with Martin Szugat	2 days	€ 1.800,00 plus 19% VAT.
Online training with Martin Szugat	4 half days plus homework appointment.	€ 1.350,00 plus 19% VAT.



10% Team discount
for +2 participants



20% Follow-up discount
book several trainings or follow-up training

Current dates and venues can be found at:
www.datentreiber.de/fortbildung/data-thinking/#termine

What our customers say:

For me as a Data Scientist, the participation in the training course **Data Thinking** from Datentreiber was a successful investment in my ability to align my daily work even more with the **business model**, the existing users and the **data landscape at Axel Springer**. In addition, I learned the tools to find **new analytical use cases from the user's point of view** and to examine them for their business viability.



Justin Neumann
Data Scientist
Axel Springer SE

axel springer

Your trainer Martin Szugat:

With the strategy consultancy Datentreiber, I support companies **in their digital transformation to data-driven business models and processes**. Since 2014, I have also been the **program director for the Predictive Analytics World & Deep Learning World conferences** in Germany.

Before Datentreiber, I was shareholder and managing director of SnipClip, an agency for **social media marketing & analytics solutions**. As a bioinformatics graduate, I have done research in **machine learning** and **data mining** as well as worked as a freelance technical writer and IT consultant.



Book one of our seminars now: www.datentreiber.de/fortbildung/data-thinking