In a world of big data, traditional business analytics reaches quickly its boundaries: Data is plentifully available, but the effort to pull, clean and to understand the data can be a painful, lengthy process. Furthermore, the results might fail the reality check.

Geographic Analytics has been developed to address these issues; speeding up the time-to-insight by leveraging the visualization of data on maps and by shifting the analytics from myriads of data points to visuals on a geographic map.

Geographic Analytics enables deriving geographic decision making more effectively, with deeper insight and with better alignment. In this way, the time & effort of typical data analytics projects can be reduced by >50%.

The instructor of the course is a recognized expert and inventor on this subject. He has developed and driven Geographic Analytics in multiple organizations. Participants will learn of first hand case examples how to make Geographic Analytics work for their organization.

~ Learning Objectives ~

- Understanding how Geographic Analytics works
- Applying Geographic Analytics in your organization
- First hand case examples and group work on business problems in your organization

~ Learning Outcomes ~

- Able to apply Geographic Visualization & Geographic Analytics on various problems in Supply Chain Management & related areas
- Able to make strategic analytical decisions faster, with more insight and with better alignment
- Able to set up Geographic Analytics solutions in your organization
Dr. Jozo ACKSTEINER is Managing Director of GeoLyx.com. He is also Associate Adjunct Professor for Industrial & Systems Engineering at the National University of Singapore, and he is Co-chair of the Supply Chain Committee at the American Chamber of Commerce in Singapore.

Dr. Jozo Acksteiner is a specialist for supply chain, strategy, and corporate analytics with over 15 years’ international responsibilities in companies such as HP, DHL, TNT and Booz Allen Hamilton.

Dr. Acksteiner holds a Ph.D. in Industrial Engineering and two Masters Degrees in Mathematics from the Georgia Institute of Technology and from the University of Wuppertal.

For more information, please contact Stephanie Teo at email: tdsteomw@nus.edu.sg or Tel: 6516-3497. Thank you.