



TRACER WORLD
YOUR SUCCESS PARTNER

Data Science for Executives

Turn data into confident executive decisions

FT EXECUTIVE
EDUCATION
2025 RANKING

Overview

This program will introduce the fundamentals of data science and the latest trends in the field, including artificial intelligence. The sessions will explore a variety of data-driven approaches, frameworks, and business models that serve to guide the optimization of processes and the creation of innovative products. Participants will be exposed to the challenges many industries face in their data science journey and will also learn how to implement data-driven approaches that will accelerate business growth and power business decisions.

Program Objectives

Participants are expected to learn by doing. They will describe, analyze, and interpret data and models with simulations, MS Excel, and/or Tableau. One important lesson in this course is understanding the basic techniques in data science and knowing when to use them. More importantly, participants will gain a data-driven mindset as a result of the substantial, hands-on sessions.

What Will You Learn

- Broadening their knowledge of analytics and gaining a high-level understanding of the Fourth Industrial Revolution, data science, and artificial intelligence, including data strategy and data governance.
 - Asking the right analytics questions anchored on maximizing the ROI from DSAI.
 - Transforming their organization into a data-driven enterprise that fully appreciates the economics of DSAI.
 - Recognizing the opportunities and anticipating problems when investing in DSAI and taking on a digital transformation journey.
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Program Learning Content

Day 1

Exploratory Data
Analysis

Day 2

Multiple Regression

Prediction and Machine
Learning

Day 3

Optimization
& Clustering

Day 4

Strategic Decision
Making

Who Should Attend

Middle to top Management with different disciplines in but not limited to Marketing, Finance, General Management, Human Resource, Accounting and Operations. The program is also for prospective participants with IT and data-handling roles who want to have a keen understanding and appreciation of Analytics for Business.





Program Faculty

Matthew George O. Escobido

Adjunct Faculty
Asian Institute of Management

Matthew George O. Escobido is part of the Adjunct Faculty of the Institute. He was Program Director to the Institute's Department of Science and Technology-Leaders in Innovation Fellowship programs and the Master of Science in Innovation and Business. He started the Institute's Analytics Lab and Innovations Lab.

He holds a Masters in System Design & Management from the Massachusetts Institute of Technology, a Master of Science in Mechanical Engineering at the Toyohashi University of Technology and an ABD (All but Ph.D. Dissertation) in Physics from the University of the Philippines. His expertise lies in Analytics, Innovation and Operations.

PROGRAM FEE

USD 1,890

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax
and 10% for group of 7 pax and above

PROGRAM DELIVERY

This program is delivered through a HYBRID format.

PROGRAM SCHEDULE

For program dates, please contact Tracer World at tracerworldinquiry@aim.edu

Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

Earning Credentials

Alumni Status will be granted upon completion of the program.

Upon completion of the program, the participant will earn two (2) units, which can be credited to the following:

- Postgraduate Certificate in Data Science and Analytics
- Postgraduate Diploma in Management

*Postgraduate Certificate requires 5 units earned within 2 years

*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://aim.edu/executive-education/>