

# ABA DATA & ANALYTICS SCHOOL VIRTUAL DELIVERY – WEEK 1

## *Pre-Program Kick-off January 25, 2021*

Welcome Letter with Welcome Video

January 25  
2:00 - 4:00 p.m.

Live synchronous session:

**ABA Executive Welcome  
&**

**Program Kick-off and  
Participant Introductions**

*David Schweidel, Faculty Director*

**Introduction to Zoom  
How to Navigate Canvas  
Introduction to collaboration tools**

**Launch pre-read & preparatory work**

## *Wednesday February 3, 2021*

**11:15 – 11:30 a.m. EST  
Technology test**

**11:30 – 1:00 p.m.  
Setting the Stage:  
Developing a Data and  
Analytics Strategy**  
*David Schweidel*

**BREAK**  
*(east coast grab lunch)*

**1:15 – 2:45 p.m.  
Text Analysis for Marketers**  
*David Schweidel*

**BREAK**  
*(west coast grab lunch)*

**3:00 – 3:30 p.m.  
Learning Group Activity**  
[Virtual breakout rooms]

**3:30 – 3:45 p.m.  
Debrief & Next Steps**  
*Faculty Director*

## *Thursday February 4, 2021*

**11:30 – 12:30 p.m.  
Data Visualization**  
*Jesse Bockstedt*

**BREAK**  
*(east coast grab lunch)*

**12:45 – 2:30 p.m.  
Using Data to Support  
Brand & Product**  
*Doug Bowman*

**BREAK**  
*(west coast grab lunch)*

**2:45 – 3:15 p.m.  
Learning Group Activity**  
[Virtual breakout rooms]

**3:15 – 3:30 p.m.  
Debrief & Next Steps**  
*Faculty Director*

## *Friday February 5, 2021*

**11:30 – 12:30 p.m.  
Opportunities in Mobile**  
*Michelle Andrews*

**BREAK**  
*(east coast grab lunch)*

**12:45 – 2:00 p.m.  
Artificial Intelligence &  
Machine Learning**  
*Jesse Bockstedt*

**BREAK**  
*(west coast grab lunch)*

**2:30 – 3:15 p.m.  
Bias and Ethics in  
AI / Machine Learning**  
*David Schweidel*

**3:15 – 3:30 p.m.  
Debrief & Next Steps**  
*Faculty Director*

# ABA DATA & ANALYTICS SCHOOL VIRTUAL DELIVERY – WEEK 2

*Tuesday*  
*February 9, 2021*

**11:00 – 11:30 a.m. EST**  
**Welcome Back & Debrief**  
*Faculty Director*

**11:30 – 1:00 p.m.**  
**Security, Privacy, and the  
Quantitative Self**  
*Benn Konsynski*

*BREAK*  
*(east coast grab lunch)*

**1:15 – 2:45 p.m.**  
**Digital Enterprise:  
Operationalize your Data Strategy**  
*Anandhi Bharadwaj*

*BREAK*  
*(west coast grab lunch)*

**3:00 – 3:30 p.m.**  
**Learning Group Activity**  
[Virtual breakout rooms]

**3:30 – 3:45 pm.**  
**Debrief & Next Steps**  
*Faculty Director*

*Wednesday*  
*February 10, 2021*

**11:30 – 12:30 p.m.**  
**Customer Experience:  
How Customer Journey Informs  
Growth Opportunities**  
*David Schweidel*

*BREAK*  
*(east coast grab lunch)*

**12:45 – 2:30 p.m.**  
**Customer Journey (cont.)**  
*David Schweidel*

*BREAK*  
*(west coast grab lunch)*

**2:45 – 3:15 p.m.**  
**Learning Group Capstone**  
[Virtual breakout rooms]

**3:15 – 4:00 p.m.**  
**Readout, Debrief & Conclusion**  
*Faculty Director & ABA team*

*Post-Program Roundtable*  
*Wednesday, March 24, 2021*

**Zoom Reunion  
Roundtable & Debrief**

**What you have tried,  
What has worked, what hasn't worked**  
*Faculty Director*