



ALUMNI  
RELATIONS  
COUNCIL

**Alumni Relations Council Meeting**  
**Data Science 2.0: Towards Evidence-Based Decision Making**

Thursday, November 17, 2016  
2:00 p.m. - 4 p.m.  
2560 Blau, Ross School of Business

AGENDA

- 2:00 p.m.           ARC Welcome & Unit Updates  
*Ayanna McConnell, Alumni Association*  
*Cris Frendo, Ross School of Business*
- 2:15 p.m.**           **Data Science 2.0: Towards Evidence-Based Decision Making**  
*Dr. Nigel Melville, Professor of Technology & Operations*  
*Stephen M. Ross School of Business*
- Brief Introduction: Data  $\Rightarrow$  Information  $\Rightarrow$  Insights  $\Rightarrow$  Decisions
  - Group Exercise #1: Burning Questions
  - Group Exercise #2: Metrics & Sources
- 3:00 p.m.           Refreshment & email break
- 3:10 p.m.           **Data Science 2.0: : Towards Evidence-Based Decision Making**  
- Group Exercise #3: Empathy - Alumni through the Decades
- 3:45 p.m.           *ARC Recap and Next Steps*