Data Science | Lancaster University

Datawise – *'Surfing the data wave'*

Hear from industry and academic experts how Data Science can benefit your organisation and gain a bespoke recommendation report on taking your plans forward

Today's business systems generate unprecedented amounts of data. Within this data is vital information about customer behaviour, resource usage and business patterns. Research has shown that companies that exploit the opportunities presented by using their data more comprehensively gain an advantage over their competitors and deliver new products and services more quickly to market. It is clear, however, that there is a shortage of skills to enable data to be brought together from multiple sources, correctly interpreted and exploited commercially. A recent research report commissioned by the Connected Digital Economy Catapult consulted with 500 UK small businesses and highlighted that while data is now critical for one fifth of small businesses, many want more help to ride the data wave.

Connected Digital Economy Research

The research finds just one third have access to the data they need to make key business decisions. Furthermore, 36% of respondents say that although they are aware of the opportunity presented by data, they either don't have the budget, tools or expertise to exploit it. As a result 1 in 4 are calling for more help to understand what data is available to them and how they can use it.

However, the study indicates progress is being made. Over a fifth (21%) of the small businesses surveyed say data is now critical to their business strategy and growth and 22% say they are currently using data insights to help them develop new products and services.

Furthermore, over a quarter (28%) of respondents say they have increased the time their business spends working with data in the last two years, expanding this on average by 35%.

Lancaster University Data Science Programme

Lancaster University has launched an innovative Data Science Masters programme to address this deficit, form collaborative partnerships with businesses, and produce the next generation of data scientists who can transform business data into business advantage. We have recruited 60 of the brightest minds onto the Data Science MSc Business Engagement programme and are preparing them to apply advanced data analysis to real-world business challenges.

Datawise - event details

This event aims to draw together a number of experts in the field of data science to give attending delegates an introduction to this area of work and the potential benefits it can offer to business.

www.lancaster.ac.uk/data-science

Delegates will be able to:

- Find out more about how business can benefit from the adoption of data science principles and practices.
- Hear about fully funded consultancy offerings from the ISIS Project that can offer a bespoke recommendation report to help companies adopt data science to improve business performance [1].
- Hear about business engagement opportunities available via Lancaster University's Data Science Programme.
- Speak to staff out about grants for Research & Development in science & technology.

[1] This service is only available to companies eligible to access the European Regional Development funding (ERDF), specifically through the ISIS project. Additional documentation will need to be completed as per ERDF guidelines and ISIS Project Staff will assist with this process. Companies wishing to apply for a bespoke report should indicate this in the relevant section when registering.

Eligibility to attend

In order to attend this free of charge event, delegates will need to agree to complete the following:

- A registration process that includes some capture of company details.
- An initial (short) survey of their knowledge and perceptions of Data Science.
- A short post event survey identifying how they intend to take forward or adopt the information they have heard at the briefing**.

* This is a requirement of the funder of the event and the ISIS project.
** This survey will be used to evidence the outcomes of the workshops themselves but more importantly will feed in to the creation of a bespoke report for each delegate as to how they might take forward their data science plans.

Full details regarding eligibility can be found at:
www.infolab21.lancs.ac.uk/business/isis/eligibility.

A range of venues to attend

In order to offer these sessions to as broad an audience as possible we are hosting it in 3 separate North West locations. Companies can attend at one location only.

Wednesday 26th November – (09.00 – 12.30) The Hartree Centre, Daresbury Innovation Campus.
Wednesday 3rd December (12.00 – 3.30) The Landing, Media City, Salford.
Thursday 11th December (12.00 – 3.30) – InfoLab21, Lancaster University.

Who should attend this event?

Priority will be given to Small & Medium sized Businesses in the North West who want to transform and grow their business and discover more about the positive role data can play in their business.

Provisional Agenda

9.00am/12noon	**Arrival and registration** (including refreshments)
9.30am/12.30pm	**Welcome:** Dr Chris Edwards, Associate Dean for Postgraduate Studies, Lancaster University
9.40am/12.40pm	**Presentation 1: Data Science, Data Mining and Exploiting the Social Web**
	Dr Mathew Rowe: Lancaster University Lecturer in Social Computing
10.00am/1.00pm	**Presentation 2: Applied analytics – Case studies of data science usage**
	Dr Deborah Costain: Lancaster University Dept. of Mathematics and Statistics
10.20am/1.20pm	**The Lancaster University Data Science Masters Programme**
	Dr Simon Tomlinson; Lancaster University
10.30am/1.30pm	**Refreshment break**
10.45am/1.45pm	**Presentation 3: Technologies for gaining business insight from business data**
	Ian Radmore: Big Data Specialist at IBM
11.05am/2.05pm	**Next steps, second stage survey and recommendation report overview**
11.45am*/2.45pm	**Refreshments, networking and close**

* Note there is an optional facilities tour and demonstration at Daresbury session. The tour will include the sites' multi-million pound High Performance Computing Centre and the Leverhulme (data) Visualisation Suite. Please indicate if you would like to take up this offer when registering

Further details, booking and contact information

This event is free to attend but booking is essential. As places are limited they will be allocated on a first come first serve basis. Your booking will be confirmed and full details of the days programme will be forwarded to you within 5 days of booking. For further information and to book your place please contact the event organiser:

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