

**Зимняя школа НИУ ВШЭ – Санкт-Петербург 2024**  
**«Data Analytics for Business and Economics» / «Аналитика данных для**  
**бизнеса и экономики» (язык обучения: английский)**  
**Online**

<b>Date</b>	<b>Time</b>	<b>Event title</b>	<b>Event content</b>	<b>Presenters, moderators and speakers</b>
<b>4th February (Sunday)</b>	<b>10:30 – 11:00</b>	<b>Registration of participants of Winter School 2024</b>		
	<b>11:00 – 11:30</b>	<b>Presentation of Master’s Program</b>	<b>Features of the Program, admission rules and dates, etc.</b>	<b>Academic supervisor of the Program Volkova N.V.</b>  <b>Pleshkova A.Yu.</b> <b>Molchanov P.S.</b>
	<b>11:45 – 13:15</b>	<b>Presentation of the Customer Analytics track</b>	<b>Features of the track, experience of the students</b> [optional activity: choice of method for analysis] <b>Q&amp;A session</b>	<b>Moderator: Pleshkova A.Yu.</b> <b>Speakers: Paula Sofia Patino Orozco, Maxim Poshvin, Aylar Burnasheva, Anastasiia Shorokhova</b>
	<b>13:15 – 14:00</b>	<b>Break</b>		
	<b>14:00 – 15:30</b>	<b>Presentation of the People Analytics track</b>	<b>Features of the track, experience of the students</b> [optional activity from special guest Alexandra Roslova] <b>Q&amp;A session</b>	<b>Moderator: Volkova N.V.</b> <b>Special guest: Alexandra Roslova</b> <b>Speakers: Anjali Bai, Duong Thi Bich Giang, Nathasia Amoani, Anastasiia Strelchenko</b>
	<b>15:45 – 17:15</b>	<b>Presentation of the Economic Data Analysis track</b>	<b>Features of the track, experience of the students</b> [optional activity: intake analytics] <b>Q&amp;A session</b>	<b>Moderator: Molchanov P.S.</b> <b>Special guest: Kokovin S.G.</b> <b>Speakers: Irada Yakhieva, Ali Shakhban, Anna Safronova, Nurbolat Zhanuzak</b>
<b>4th March</b>	<b>Issuing certificates to the active participants of Winter School – 2024</b>			