

Зимняя школа — 2025

«Аналитика данных для бизнеса и экономики» / Data analytics for business and economics

2 февраля (воскресенье) / 2nd February (Sunday)
online

11:00–11:40	Presentation of Master's Program «Data analytics for business and economics» Volkova N.V., PhD Track academic supervisors: Pleshkova A.Yu., best teacher, Molchanov P.S., PhD Program description, admission requirements, dates, etc.
11:50–13:10	Presentation of the Customer Analytics track Moderator: Academic supervisor of the track Pleshkova A.Yu. Presenters: students of Customer Analytics track Track description, students experience [optional activity: marketing bingo] Q&A session
13:10–13:55	Break
14:00–15:20	Presentation of the People Analytics track Moderator: Academic supervisor of the Program and track Volkova N.V. Special guest: Alexandra Krivogubets, business practitioner, instructor of the course People Analytics: Prediction of Performance & Prescription of Policy Presenters: students of People Analytics track Track description, students experience [optional activity: HR quests] Q&A session
15:30–16:50	Presentation of the Economic Data Analysis track Moderator: Molchanov P.S. Presenters: students of Economic Data Analysis track Track description, students experience [optional activity: research topics] Q&A session

4 марта / 4th March — Issuance of certificates to the Winter School participants — 2025