DATA INITIATIVE

2019 A YEAR IN REVIEW

Northeastern
D’Amore-McKim School of Business
DATA Initiative
The Digital, Automation, Technology and Analytics (DATA) Initiative at Northeastern University has had an incredible inaugural year connecting organizations, faculty, and students.

Our goal is to enable digital transformation. From advancing research to disseminating knowledge, each activity advances the latest perspectives. Through keeping alongside of trends across industries and disciplines, DATA aims to be the top-of-mind resource for Northeastern partners who seek to be at the forefront of a world being changed through technology and data.

Our first year featured a range of activities that reached hundreds of members including the annual forum, machine learning workshops and three new analytics programs. These events are featured in this annual report.

With a growing network of affiliated researchers across all colleges, rising student engagement and deepening collaborations with NU partner organizations, the DATA Initiative is poised for an outstanding 2020.
We have substantially advanced development of new undergraduate and graduate curriculum in business and marketing analytics:

- Launched a **new undergraduate concentration** in marketing analytics
- Established a **new graduate certificate** in marketing analytics
- Launched a **new undergraduate course** on programming with business data, taught in conjunction with Khoury College of Computer Sciences
- Initiated recruiting students for **DATA Analytics Research Lab** (first cohort - Spring 2020)
- 20+ students indicated interest in registering for **Independent Study** credits required for participation.
- A forthcoming on-ground **Master of Science in Business Analytics degree** (first intake - Fall 2020)
STUDENT ENGAGEMENT

DATA CLUB

The student DATA Club was founded in 2019 and connects with students across campus to provide expert speakers, workshops, data challenges, and networking events. Extracurricular student engagement has been strongly supported by the DATA Initiative in collaboration with DATA Club.

Events hosted:
- Faculty presentations from the College of Social Sciences and Humanities and College of Law examining the roles of data ethics and privacy
- A four-part workshop in machine learning
- Industry expert presentations from Tableau, R-Studio, Hubspot and Fidelity
- A Tableau data visualization competition held jointly with the City of Boston Data Science team
- Support of the DATA Initiative Focus Award competition (jointly with RISE Expo)

ANALYTICS LAB

The DATA analytics lab announced the goal of matching a select group of students in data science and analytics with high-impact company challenges. The lab is cross-disciplinary with an equal emphasis on solving real-world problems.

We invite expressions of interest that provide an opportunity for teams to use analytical skills to solve high-impact problems. Direct engagement with students is a further benefit where companies can get to meet their talent pool directly and where students receive direct exposure to industry professionals. Organizations are expected to cover any costs associated with the project, but there is no fee for working with the DATA Analytics Research Lab. Send all inquiries to contact@datanu.org.
In an increasingly data-rich world inhabited by humans and machines, seamless data-driven transition between the physical and digital has become ubiquitous. The Digital, Analytics, Technology and Automation (DATA) Initiative is a cross-disciplinary, innovative hub of thought leadership committed to researching, developing and sharing new knowledge and approaches for transforming organizations into digital and data-driven businesses.

The DATA Award recognizes the RISE presentation demonstrating the most creative and promising approach to creating value with data-driven and technology-enabled analytics and automation.
The inaugural DATA Forum was held on October 2, 2019. With over 200 attendees from every college at Northeastern and over 30 companies participating, speakers from leading firms shared their unique insight into how analytics can drive growth.

“There are three basic literacies that any learner should have for thriving in the 21st century: technology, data, and human,” said Dunton Family Dean Raj Echambadi. “These three competencies are what we call humanics, the integration of uniquely human skills that will make us robot-proof. We need to prepare students and learners to not only be competent with data, but to be thoughtful, insightful, and meaningful decision makers. This is where this DATA Initiative began.”

Featured keynote speakers were Scott Brinker, VP of Platform Ecosystem at HubSpot, and Nitin Mittal, Principal and AI Strategic Growth Offering Leader at Deloitte.
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