



**Get inspired**  
**Get great ideas**  
**Get ahead**

## Data Mining and Electronic Business (MS&E 238 / STAT 252)

This unique Stanford University graduate course focuses on addressing real-world data-mining challenges through co-creative work and case studies. Pioneers from e-business companies come share their insights and results. Get inspired by their stories, your peers, and the possibilities of e-business.

### YOU WILL LEARN HOW TO

- ▶ Transform traditional business into successful e-business
- ▶ Interact with customers using behavioral economics
- ▶ Base strategic business decisions on experiments, data & models

### WHO SHOULD ATTEND

- ▶ Professionals who want to keep up with e-commerce strategies
- ▶ Engineers and managers interested in the consumer internet space
- ▶ Innovators in online business or web services
- ▶ Professionals in online marketing and market research

### Faculty

Andreas S. Weigend, Ph.D. – Visiting Professor of Statistics, Stanford University; former Chief Scientist at Amazon.com

### About the Course - **ONLINE** Availability!

Statistics 252 is an intensive course offered in the Summer quarter: June 27–August 2. The course is made available online to professionals in industry

Change how  
you look at  
e-business forever

**Enroll today!**

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