Professor Andrew Samuel leads a seminar-workshop on predictive analysis using game theory, data analytics and specialty forecasting. Game theory is an advanced form of scenario analysis that equips managers with decision making tools that account for, and anticipate, competitors’ reactions to their decisions. There is a growing demand for this “hard skill” as game theory is increasingly being used by companies to help them analyze their interactions with competitors, suppliers, and clients.

The goal of this session is to introduce students to game-theoretic reasoning, and convey its usefulness as a tool for “strategic scenario analysis.” The tools learned in this course will translate into actionable items that include specialized forecasting techniques that estimate the probability of competitor reactions to company decisions, in addition to traditional forecasting methods. Participants will learn how to apply a unique combination of analytical areas combining game theory with simulations and data analytics to forecast outcomes. They will be guided to develop practical decision techniques applying game theory to management decisions. Finally, participants will be taught how to use readily available software to conduct such scenario analysis.

Participants should plan to individually engage in the learning process with instructor guided hands-on tools, case analysis, and active simulations.

**KEY BENEFITS AND LEARNING OUTCOMES**

During this program you will:

- Develop an understanding of terms and techniques used in game theory
- Learn to confidently analyze and create predictive scenarios using game theory and Monte Carlo simulations that will lead to more profitable decision making.
- Understand the importance of predicting competitor responses in order to maximize financial performance

**WHO SHOULD ATTEND?**

The program is designed for mid-career professionals looking to improve their understanding and application of business forecasting performance.