

# Data Analytics Leadership

Keynotes & Workshops · Sidney Shapiro, PhD

Strategic data and business intelligence for modern organizations—from dashboards to decision-making.

Data is everywhere, but turning it into clear, actionable insights requires leadership as much as technology. Many organizations struggle with analysis paralysis, siloed data, or tools that outpace their team's ability to interpret and act. This topic helps executives and managers build data analytics leadership and business intelligence capability—focusing on strategy, literacy, and decision-making so that data supports rather than overwhelms the organization.

## Key facts

- Gartner reports that poor data quality costs organizations an average of \$12.9 million per year; leadership that invests in data literacy and clear governance sees faster ROI from analytics.
- Data-driven cultures don't happen by buying better tools alone: they require leaders who ask the right questions, reward evidence-based decisions, and model how to use data in meetings and planning.
- AI and traditional analytics are converging—organizations that already have strong data foundations are better positioned to adopt AI responsibly and at scale.

## Who it's for

- Industry conferences and executive retreats
- Municipal and public sector learning initiatives
- Corporate training and Lunch and Learn sessions

## What you cover

- Data-driven decision-making — using analytics to support strategy and operations while avoiding analysis paralysis.
- Business intelligence and reporting — from dashboards to storytelling: making data understandable and actionable.
- Data literacy — helping non-technical teams interpret metrics, spot bias, and ask the right questions.
- Analytics strategy — prioritizing use cases, building data infrastructure, and aligning analytics with business goals.
- AI and analytics together — where machine learning and AI fit into the broader analytics landscape and how to govern them.

## Sample engagements

- City of Lethbridge — Data and AI Literacy session (Microsoft 365 Copilot), Learning City workshop.
- Digital Research Alliance of Canada — keynote on AI's Role in Digital Research (DRI Connect Conference).

## Formats

Keynote (45–60 min), workshop, half-day, data literacy sessions.

Sidney Shapiro, PhD, is Assistant Professor of Business Analytics at the University of Lethbridge. He delivers keynotes and workshops on AI, data analytics, and digital transformation for conferences, boards, and industry.

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