

# WORKSHOP: ML++ & Operations Research

## What Is Operations Research and How Can It Benefit a Business?

Operations Research also called "OR" is a discipline that deals with the development of advanced analytical methods to improve decision-making and problem-solving. This analytical method, which is considered as a subfield of mathematical sciences, helps the management of organizations make the best decisions for complex business problems within short time.

In this workshop, we will introduce OR and Mathematical Optimization, a main component of OR. Moreover, we will talk about how they create implementable solutions to complex business challenges in different industries for making better decisions about the future of the business.

### WORKSHOP AGENDA

- Analytics Landscape
- Operations Research History
- Operations Research Techniques
- What is Mathematical Optimization?
- Optimization Techniques
- Optimization's Benefits for Business
- Optimization Use Cases
- The Future of OR and Optimization
- How Cresco Can Help

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Cresco is a dynamic company that provides technology and consulting services focused on business analytics. We take on challenges using small, specialized teams with high-value outcomes and superior success rates.

As trusted advisors with technical knowledge and business acumen, we integrate the latest technology with our line of award-winning, customized solutions to help build success into organizations on a global level and across a wide spectrum of industries.