



From Chaos to Clarity. How Data Becomes Decisions.



Thursday, 30 April 2026

19:00

Guest Lecturer:

Ms. Alexandra Athanasakou

Business Intelligence Developer

Founder & Learning Designer @ Data Tutor



In the context of:

Digital Marketing Analytics module
led by **Dr Chrysopigi Vardikou**

Open to students of MSc in Business Analytics and NBU Digital Marketing students