

# Introduction to Business Analytics Fall 2013

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## SYLLABUS

### Description:

Analytics has been defined as the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions. Analytics is more than just analytical methodologies or techniques used in logical analysis. It is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts, and quantitative methods, including statistical analysis, forecasting, extrapolation, predictive modeling (such as data mining), optimization and simulation.

### Course Materials:

Selected readings and articles – distributed in class and/or posted online.

### Software:

Excel and Excel add-ins will be the primary software used throughout the course. Both of the add-ins: XLMiner (available at [www.xlminer.com/xlminer\\_data\\_mining](http://www.xlminer.com/xlminer_data_mining)) and SPSS (www.spssinc.com/us/en) are available as free 10 day trial versions.

### Prerequisites:

Business Statistics

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**Huangqi Zhang**



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