

# 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.spss.com/us/usa.jsp) are available as free 10 day trial versions.

### Prerequisites:

Business Statistics

# Introduction To Business Analytics Syllabus Lmu

**Steven Orla Kimbrough, Hoong Chuin  
Lau**



## **Introduction To Business Analytics Syllabus Lmu:**

Introduction to Business Analytics RICHARDSON,2026-01-09

**An Introduction to Business Analytics** Ger

Koole,2019 Business Analytics BA is about turning data into decisions This book covers the full range of BA topics including statistics machine learning and optimization in a way that makes them accessible to a broader audience Decision makers will gain enough insight into the subject to have meaningful discussions with machine learning specialists and those starting out as data scientists will benefit from an overview of the field and take their first steps as business analytics specialist Through this book and the various exercises included you will be equipped with an understanding of BA while learning R a popular tool for statistics and machine learning

**Introductory Business Analytics** Kari Johnson,Jay Newquist,Aaron B.

Perry,Christopher G. Robbins,Sarah P. Sherry,2013-07-01 The introduction and expansion of new technologies make the evolving science of business analysis more important than ever In today s market business professionals face challenges to keep pace with the rapid expansion in a data driven world These challenges with Big Data can be turned into opportunities for better decision making use of the business analytic tools outlined in this text book Introductory Business Analytics provides an introduction to business analytics and a foundation to help develop a strong in business acumen

**A Business**

**Analyst's Introduction to Business Analytics** Adam Fleischhacker,2020-07-20 This up to date business analytics textbook published in July 2020 will get you harnessing the power of the R programming language to manipulate and model data discover and communicate insight to visually communicate that insight and successfully advocate for change within an organization Book Description A frequent teaching award winning professor with an analytics industry background shares his hands on guide to learning business analytics It is the first textbook addressing a complete and modern business analytics workflow that includes data manipulation data visualization modelling business problems with graphical models translating graphical models into code and presenting insights back to stakeholders Book Highlights Content that is accessible to anyone even most analytics beginners If you have taken a stats course you are good to go Assumes no knowledge of the R programming language Provides introduction to R RStudio and the Tidyverse Provides a solid foundation and an implementable workflow for anyone wading into the Bayesian inference waters Provides a complete workflow within the R ecosystem there is no need to learn several programming languages or work through clunky interfaces between software tools First book introducing two powerful R packages causact for visual modelling of business problems and greta which is an R interface to TensorFlow used for Bayesian inference Uses the intuitive coding practices of the tidyverse including using dplyr for data manipulation and ggplot2 for data visualization Datasets that are freely and easily accessible Code for generating all results and almost every visualization used in the textbook Do not learn statistical computation or fancy math in a vacuum learn it through this guide within the context of solving business problems

**Introduction to Business**

**Analytics** Yavuz Keceli,2022 This book provides a series of practice based exercises and labs designed for students who are

trying to improve their decision making and analytical skills in Microsoft Office Excel environment These exercises and labs intend to teach the students the basic functions and features of Microsoft Office Excel as well as how these features can be applied to real life decision making problems including game theory simulations what if analysis financial applications pivot tables and many more Page 4 of cover *Introduction to Business Analytics* Vernon J. Richardson, Marcia Weidenmier Watson, VERNON. TERRELL RICHARDSON (KATIE. WATSON, MARCIA.), 2023-01-03 Focus on Building Skills with Excel Tableau and Power BI Students learn how to conduct business analytics using Excel Tableau and Power BI three software tools that are widely used by businesses today Focus on Building Critical Thinking Skills From learning to ask the right questions to interpreting and presenting results *Introduction to Business Analytics* fosters critical thinking and develops business analysis skills It teaches students how to use descriptive diagnostic predictive prescriptive and advanced analytics to answer the following business questions *Introduction to Business Analytics* Dwaipayan Sethi, 2025-02-20 *Introduction to Business Analytics* delves into the convergence of data and technology in our digitized world We explore the significance of business analytics a field that uses data statistical analysis and data mining to understand and improve business performance We examine how business analytics tools help predict business outcomes by visualizing trends and patterns through forecasting and predictive modeling These tools are integral to business success aiding companies in making data driven decisions In many contexts data analysis is the first step in solving business problems making it crucial for business students to grasp these concepts This book provides insights into the meaning scope tools and methods of business analytics We explore advanced business analytics tools used for data analysis and aim to be the primary resource for students researchers and anyone interested in the field The first section covers the foundation of business analytics including descriptive predictive and prescriptive analytics With simple and easy to understand explanations we cover both basic and advanced business analytics concepts **Essentials of Business Analytics** Bhimasankaram Pochiraju, Sridhar Seshadri, 2019-07-10 This comprehensive edited volume is the first of its kind designed to serve as a textbook for long duration business analytics programs It can also be used as a guide to the field by practitioners The book has contributions from experts in top universities and industry The editors have taken extreme care to ensure continuity across the chapters The material is organized into three parts A Tools B Models and C Applications In Part A the tools used by business analysts are described in detail In Part B these tools are applied to construct models used to solve business problems Part C contains detailed applications in various functional areas of business and several case studies Supporting material can be found in the appendices that develop the pre requisites for the main text Every chapter has a business orientation Typically each chapter begins with the description of business problems that are transformed into data questions and methodology is developed to solve these questions Data analysis is conducted using widely used software the output and results are clearly explained at each stage of development These are finally transformed into a business solution The companion website provides examples

data sets and sample code for each chapter

**Introduction to Business Analytics** Steven Orla Kimbrough, Lau Hoong Chuin, 2016-01-15 If you want to solve a problem strip the problem of nonessentials simplify and specialize without sacrificing its core This book highlights this spirit using concrete specific simple examples pertaining to business analytics Offering examples in thorough detail and designed to illuminate topics that often ramify to great complexity in practice it associates concepts through generalizations and refers the interested to further sources This book establishes a national syllabus for an emerging first course at an MBA level in Business Analytics

**Introduction to Business Analytics Using Simulation** Jonathan P. Pinder, 2016-09-03 Introduction to Business Analytics Using Simulation employs an innovative strategy to teach business analytics It uses simulation modeling and analysis as mechanisms to introduce and link predictive and prescriptive modeling Because managers can't fully assess what will happen in the future but must still make decisions the book treats uncertainty as an essential element in decision making Its use of simulation gives readers a superior way of analyzing past data understanding an uncertain future and optimizing results to select the best decision With its focus on the uncertainty and variability of business this comprehensive book provides a better foundation for business analytics than standard introductory business analytics books Students will gain a better understanding of fundamental statistical concepts that are essential to marketing research Six Sigma financial analysis and business analytics Winner of the 2017 Textbook and Academic Authors Association TAA Most Promising New Textbook Award Teaches managers how they can use business analytics to formulate and solve business problems to enhance managerial decision making Explains the processes needed to develop report and analyze business data Describes how to use and apply business analytics software

**Business Analytics for Decision Making** Steven Orla Kimbrough, Hoong Chuin Lau, 2018-09-03 Business Analytics for Decision Making the first complete text suitable for use in introductory Business Analytics courses establishes a national syllabus for an emerging first course at an MBA or upper undergraduate level This timely text is mainly about model analytics particularly analytics for constrained optimization It uses implementations that allow students to explore models and data for the sake of discovery understanding and decision making Business analytics is about using data and models to solve various kinds of decision problems There are three aspects for those who want to make the most of their analytics encoding solution design and post solution analysis This textbook addresses all three Emphasizing the use of constrained optimization models for decision making the book concentrates on post solution analysis of models The text focuses on computationally challenging problems that commonly arise in business environments Unique among business analytics texts it emphasizes using heuristics for solving difficult optimization problems important in business practice by making best use of methods from Computer Science and Operations Research Furthermore case studies and examples illustrate the real world applications of these methods The authors supply examples in Excel GAMS MATLAB and OPL The metaheuristics code is also made available at the book's website in a documented library of Python modules along with data and material for homework exercises From the beginning

the authors emphasize analytics and de emphasize representation and encoding so students will have plenty to sink their teeth into regardless of their computer programming experience

*Introductory Business Analytics* Daniel Carroll, Kari Johnson, Jay Newquist, Aaron B. Perry, Christopher G. Robbins, Sarah P. Sherry, 2015-07

*Introduction to Business Analytics ESSENTIALS EDITION* Kimberly Seefeld, 2026 This edition is for non academic use and does not contain learning outcomes review questions and other materials for course use

*Introduction to Business Analytics, Second Edition* Majid Nabavi, David L. Olson, Wesley S. Boyce, 2020-12-14 This book presents key concepts related to quantitative analysis in business It is targeted at business students both undergraduate and graduate taking an introductory core course Business analytics has grown to be a key topic in business curricula and there is a need for stronger quantitative skills and understanding of fundamental concepts This second edition adds material on Tableau a very useful software for business analytics This supplements the tools from Excel covered in the first edition to include Data Analysis Toolpak and SOLVER

*Introduction to Business Analysis* Fred Hulme, Carolyn Turner, 2020-07-06

*Introductory Business Analytics* Kari Johnson, Jay Newquist, Aaron B. Perry, Christopher G. Robbins, Sarah P. Sherry, Daniel Carroll, 2014-07-07

**Business Analytics** Jay Liebowitz, 2013-12-19 Together Big Data high performance computing and complex environments create unprecedented opportunities for organizations to generate game changing insights that are based on hard data Business Analytics An Introduction explains how to use business analytics to sort through an ever increasing amount of data and improve the decision making capabilities of an organization Covering the key areas of business analytics the book explores the concepts techniques applications and emerging trends that professionals across a wide range of industries need to be aware of Better detection of fraud through visual analytics or better prediction of the likelihood of someone getting an infection while in the hospital are just a few examples of where analytics can play a positive role As the field of business analytics continues to emerge rapidly there is a need for a reliable textbook and reference on the subject Filling this need this book is suitable for graduate level students and undergraduate seniors It maintains a focus on only the key areas so the material can be covered adequately in a one semester or one quarter course Each chapter includes software generic exercises labs and associated answers to the exercises labs Author Jay Liebowitz recently had an article published in The World Financial Review [www.worldfinancialreview.com](http://www.worldfinancialreview.com) p 1904

**Business Analytics** Stephen G. Powell, Kenneth R. Baker, 2020-05-07 Now in its fifth edition Powell and Baker s Business Analytics The Art of Modeling with Spreadsheets provides students and business analysts with the technical knowledge and skill needed to develop real expertise in business modeling In this book the authors cover spreadsheet engineering management science and the modeling craft The briefness accessibility of this title offers opportunities to integrate other materials such as cases into the course It can be used in any number of courses or departments where modeling is a key skill

**Introduction to Business Analytics** Majid Nabavi, Wesley S. Boyce, David L. Olson, 2021 This book presents key concepts related to quantitative analysis in business

This second edition adds material on Tableau which supplements the tools from Excel covered in the first edition to include Data Analysis Toolpak and SOLVER

Business Analytics Principles, Concepts, and Applications Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, 2014 Learn everything you need to know to start using business analytics and integrating it throughout your organization Business Analytics Principles Concepts and Applications brings together a complete integrated package of knowledge for newcomers to the subject The authors present an up to date view of what business analytics is why it is so valuable and most importantly how it is used They combine essential conceptual content with clear explanations of the tools techniques and methodologies actually used to implement modern business analytics initiatives They offer a proven step wise approach to designing an analytics program and successfully integrating it into your organization so it effectively provides intelligence for competitive advantage in decision making Using step by step examples the authors identify common challenges that can be addressed by business analytics illustrate each type of analytics descriptive prescriptive and predictive and guide users in undertaking their own projects Illustrating the real world use of statistical information systems and management science methodologies these examples help readers successfully apply the methods they are learning Unlike most competitive guides this text demonstrates the use of IBM s menu based SPSS software permitting instructors to spend less time teaching software and more time focusing on business analytics itself A valuable resource for all beginning to intermediate level business analysts and business analytics managers for MBA Masters degree students in the field and for advanced undergraduates majoring in statistics applied mathematics or engineering operations research

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