WHO SHOULD TAKE THIS COURSE?

Students who plan to have a career in management, consulting, strategy, product development, marketing, social media, or operations with an emphasis on data-driven decision making, innovation, and leadership in organizations.

COURSE OBJECTIVES

• Foundational knowledge, skills, methods, tools, and resources for business analytics
• Understanding of ideas, strategies, and approaches for how leading companies use business analytics in multiple business functional areas
• How to use market-leading analytics and statistical packages (SAS, Tableau, Python, SQL, Google, dashboards) to implement analytics
• Hands-on skills for defining, performing, and presenting business analytics for data-driven decision making, innovation, and leadership

KEY CONCEPTS

• Business analytics
• Data-driven decision making
• “Big Data” initiatives
• Strategy, data analysis, models
• Dashboards, data visualization
• Predictive modeling
• Regression, analysis of variance
• Cluster analysis, neural network models
• Statistical data analysis packages
• Hands-on skills and team projects
• Results, interpretations, actions, feedback

COURSE DESCRIPTION

Business analytics provides benefits throughout all major functional areas of an organization. Business analytics is defined as the study, integration, and application of knowledge, skills, and methods for using data, statistical analysis, quantitative approaches, and predictive modeling to enable data-driven decision making, innovation, and leadership in organizations. Business analytics enables “Big Data” initiatives. This course teaches students how to use market-leading analytics and statistical packages (SAS, Tableau, Python, SQL, Google, dashboards, etc) including hands-on skills to implement strategies and approaches for defining, performing, and presenting business analytics. This course does not assume prior knowledge of topics for business analytics, has no prerequisites, and is open to all USC graduate students from all schools and all disciplines.