

BUSINESS ANALYTICS (3-0-0)

Objective:

1. To understand the principles of Business Analytics.
2. To be familiar with the Business Analytics algorithms and their Implementation.

MODULE – I

Describing and Summarizing Data:

- Recognize trends in data and detect outliers
- Summarize data sets concisely
- Analyze relationships between variables

MODULE – II

Sampling and Estimation:

- Create representative samples and draw conclusions about the larger population
- Craft sound survey questions

MODULE – III

Hypothesis Testing:

- Quantify the evidence in favor of or against your hypothesis in order to make managerial decisions

Single Variable Linear Regression:

- Analyze the relationship between two variables and develop forecasts for values outside the data set

MODULE – IV

Multiple Regression

- Identify relationships among three or more variables to improve understanding of data and provide better forecasts

Outcome:

1. Technical knowhow of the Business Analytics for real time applications.

Books Recommended:

1. Microsoft Excel Data Analysis and Business Modeling by Wayne L. Winston
2. Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython by Wes McKinney
3. Business Analytics by Jay Liebowitz, Publisher(s): Auerbach Publications, O'Reilly.