

## BUSINESS ANALYTICS

<b>CREDITS</b> :	<b>3</b>
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### OBJECTIVE:

Learn to

- use business analytics for decision making
- to apply the appropriate analytics and generate solutions
- Model and analyse the business situation using analytics.

### **UNIT I INTRODUCTION TO BUSINESS ANALYTICS (BA) 9**

Business Analytics - Terminologies, Process, Importance, Relationship with Organisational Decision Making, Analytics in Decision Making, BA for Competitive Advantage.

### **UNIT II MANAGING RESOURCES FOR BUSINESS ANALYTICS 9**

Managing BA Personnel, Data and Technology. Organisational Structures aligning BA. Managing Information policy, data quality and change in BA.

### **UNIT III DESCRIPTIVE ANALYTICS 9**

Introduction to Descriptive analytics – Visualising, and Exploring Data - Descriptive Statistics - Sampling and Estimation - Probability Distribution for Descriptive Analytics - Analysis of Descriptive analytics.

### **UNIT IV PREDICTIVE ANALYTICS 9**

Introduction to Predictive analytics - Logic and Data Driven Models - Predictive Analysis Modeling and procedure - Data Mining for Predictive analytics. Analysis of Predictive analytics.

### **UNIT V PRESCRIPTIVE ANALYTICS 9**

Introduction to Prescriptive analytics - Prescriptive Modeling - Non Linear Optimisation - Demonstrating Business Performance Improvement.

**TOTAL: 45 PERIODS**

### OUTCOME:

Ability to

- understand the role of Business Analytics in decision making
- identify the appropriate tool for the analytics scenario
- to apply the tools and generate solutions
- analyse & interpret the results
- Understanding of Predictive Analytics and applications
- Knowledge of Prescriptive Analytics and demonstrating business process improvement

### REFERENCES

1. Marc J. Schniederjans, Dara G. Schniederjans and Christopher M. Starkey, " Business Analytics Principles, Concepts, and Applications - What, Why, and How" , Pearson Ed, 2014
2. Christian Albright S and Wayne L. Winston, "Business Analytics - Data Analysis and Decision Making", Fifth edition, Cengage Learning, 2015.
3. James R. Evans, "Business Analytics - Methods, Models and Decisions", Pearson Ed, 2012.