**Welcome to BUS2004 - Predictive Analytics**

Welcome to the universe of data analytics. In the world of big data generators, businesses can significantly engirt from the hidden values and insights that can be extracted from datasets generated by normal daily business processes. Since the early beginnings of this field, businesses have always focused on the concept of predicting the future as the best way to avoid losses and improve revenue.

In this subject, we will learn how to extract insights from data and also how to employ these insights in improving businesses.

Click on the Start Here book (below) for all the necessary details about this subject.

**Getting Started with BUS2004 - Predictive Analytics**

If this is your first time in this subject, please be sure to read through this entire book as it contains important information that you will use throughout this subject

** Subject Intended Learning Outcomes (SILOs)**

Every subject at La Trobe has a set of Subject Intended Learning Outcomes, or SILO's. These SILO's describe what you are expected to know and be able to do by the end of the subject.

Upon successful completion of this subject, you should be able to:

1. Apply key statistical theories and data mining techniques to show predictiveanalytics so as to build predictive models
2. Effectively employ commercial and open-source tools to design predictivemodels
3. Use predictive models and data analytics methodologies to solve businessproblems