

Week	Date	Topic	Assignment	Notes
1	8/23	Course Introduction: <ul style="list-style-type: none"> <li>• Course structure</li> <li>• <a href="#">Project Scenario</a></li> <li>• <a href="#">Presentation</a> requirement</li> </ul>		Each Fall Adobe sponsors the <a href="#">Adobe Analytics Challenge (Links to an external site.)</a> . We have structured the course to accommodate students who would like to participate in this competition. Students on a team that submits to the competition can skip all assignments from weeks 4 - 7.
2	8/30	Guest lecture on digital analytics.	<a href="#">Skills Assessment (Pre-course)</a> .	Adobe teams should register for the <a href="#">Adobe Analytics</a> tool and begin familiarizing themselves with it.
3	9/6	Tutorial: project management tools. Example 5 minute presentation	Assigned: Github	
4	9/13	Tutorial: Intro to Google BigQuery	Due: <a href="#">Github</a> Assigned: SQL I	
5	9/20	Presentations	Due: <a href="#">SQL I</a>	Adobe Analytics data released on 9/21!
6	9/27	Tutorial: SQL II	Assigned: SQL II	
7	10/4	Presentations	Due: <a href="#">SQL II</a>	Adobe submissions due by 11:59 PST

8	10/11	Tutorial: EDA I	Assigned: EDA I	Adobe Semi-finalists announced today. Good luck teams!
9	10/18	Presentations	Due: <a href="#">EDA I</a>	
10	10/25	Tutorial: EDA II	Assigned: EDA II	
11	11/1	Presentations	Due <a href="#">EDA II</a>	
12	Nov 8	Tutorial: Modeling	Assigned: Modeling	
13	Nov 15	Presentations	Due: <a href="#">Modeling</a>	
14	Nov 22	No class --Thanksgiving		
15	Nov 29	Adobe team presentations		This will be our last class meeting!
16	Dec 6	No class	<ul style="list-style-type: none"> <li>• <a href="#">Post-Course Survey</a></li> <li>• <a href="#">Skills Assessment (Post course)</a></li> </ul>	•