

Business Analytics Professional – SAS & RTools

Lesson 1 - Introduction to Analytics
• Analytics v/s Analysis
• What is Analytics?
• Popular Tools
• Role of Data Scientist
• Analytics Methodology
• Problem Definition
• Summarizing Data
• Data Collection
• Data Dictionary
• Outlier Treatment
Lesson 2 - Statistical Concepts And Their Application In Business
• Descriptive Statistics
• Probability Theory
• Tests of Significance
• Non-parametric Testing
Lesson 3 - Basic Analytic Techniques - Using R
• Introduction
• Data Exploration
• Data Visualization
• Diagnostic Analytics
Lesson 4 - Predictive Modelling Techniques – Using R
• Linear Regression
• Logistic Regression
• Cluster Analysis
• Time Series Analysis
Lesson 5 - Basic Analytic Techniques - Using SAS
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