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Agenda

1. Introduction to Analytics

2. Descriptive Analytics

- Data Warehouse Systems

- Online Analytical Processing (OLAP)

3. Predictive Analytics

- Subject of Predictive Analytics

- The Analytics Process

- Data Preparation

- Methods, Algorithms and Applications

4. Big Data

Literature

Part 1:

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- Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business intelligence and analytics: From big data to big impact. MIS Quarterly 36(4), 1165-1188.

Part 2:

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