Program Modules

Orientation Module: Introduction to Business Analytics

Module 1: Descriptive Analytics: Gathering Insights
Identify effective methods for collecting data on customer behavior and use it to make better decisions for your business.

Module 2: Descriptive Analytics: Describing and Forecasting Future Events
Learn how to use historical data such as trends and consumption patterns to estimate forecasts for the future.

Module 3: Predictive Analytics: Making Predictions Using Data
Choose the right tool for decision-making to create future business strategies and determine the kinds of predictions you can make to create future strategies.

Module 4: Predictive and Prescriptive Analytics: Application and Toolkit
Apply optimization models to specific business challenges with low uncertainty and determine the most favorable outcome for your business.

Module 5: Predictive Analytics: Tools for Decision Making
Interpret and visualize the results of simulation models to evaluate complex business decisions in uncertain settings.

Module 6: Predictive Analytics: Using Data to Predict Employee Performance
Use data analytics to derive insights into the key components of the staffing cycle for your business — hiring, internal mobility, and attrition.

Module 7: Prescriptive Analytics: Providing Recommendations to Change Behavior
Write prescriptions for data-driven decision-making for your organization using optimization models.

Module 8: Prescriptive Analytics: Determining the Most Favorable Outcomes
Determine the most favorable outcome for a business decision using decision trees in conjunction with optimization and simulation.

Module 9: Application of Analytics for Business
Explain important components of different use cases of analytics in business and create a plan to put data to work in your organization.