



Graduate Course Syllabus

DAT 650: Advanced Data Analytics

Center: Online

Course Prerequisites

DAT 510, DAT 520, and DAT 640

Course Description

This course will emphasize the employment of advanced analytic strategies over the entire life cycle of the data analysis process. Using a comprehensive case-studies approach, learners will logically extend and add definition to their existing analytic skill set, resulting in the development of a project proposal that will serve as preparation for the capstone experience.

Course Outcomes

- Defend the value and purpose of data collection and analytics structures for institutional and organizational progress
- Evaluate data analytic architectures for potential ethical concerns for identification of software solutions
- Create models within various environments by assessing the applicability and value of data strategies
- Create pilot data analytic solution stack plans that address identified organizational data issues
- Present proposals for full implementation of data analytic solution stacks based on identified data needs and pilot outcomes

Software Requirement

In this course, you will use the Virtual Lab to access the following software:

- Excel
- JMP Pro
- RStudio
- Power BI

Please create accounts when prompted to do so, if you do not already have them.

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to “embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life.”

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	8	40	320
Journal	1	50	50
Final Project			
Milestones	4	60	240
Final Submission	1	390	390
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Graduate

Grade	Numerical Equivalent	Points
A	93–100	4.00
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3.00
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2.00
F	0–72	0.00

Grade	Numerical Equivalent	Points
I	Incomplete	
IF	Incomplete/Failure *	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Business Understanding: Organizational Goals and Understanding of the Analysis Opportunity 1-1 Discussion: Data Analytics and Business Improvement 1-2 Final Project: Scenario Exploration (Non-graded) 1-3 Accessing the Virtual Lab (Non-graded)
2	Business Understanding: Defining the Problem and Establishing Goals 2-1 Discussion: Symptoms and Problems 2-2 Final Project Milestone One: Select Use Case Scenario and Evaluate Ethical Implications
3	Data Understanding: Industry Trends and Common Solutions to Similar Problems 3-1 Discussion: Modeling Methodologies 3-2 Final Project Milestone Two Reminder: Begin Work
4	Data Understanding: Analysis vs. Analytics 4-1 Discussion: Analysis vs. Analytics 4-2 Final Project Milestone Two: Model Creation
5	Data Understanding: Analyze the Available Data 5-1 Discussion: Data Characteristics and Modeling 5-2 Final Project Milestone Three Reminder: Begin Work
6	Data Understanding: Pilot Plan 6-1 Journal: Model Status 6-2 Final Project Milestone Three: Pilot Plan
7	Data Understanding: Describing, Exploring, and Modeling Data 7-1 Discussion: Descriptive Statistics and Data Quality 7-2 Final Project Milestone Four Reminder: Begin Work

Module	Topics and Assignments
8	Data Understanding: Communicating the Results 8-1 Discussion: Model Evaluation and Adjustments 8-2 Final Project Milestone Four: Reporting Results
9	Data Preparation: Managing the Data 9-1 Final Project Submission: Data Analytic Solution and Presentation
10	Transition to Modeling 10-1 Discussion: Looking Forward 10-2 Course Conclusion Reminder

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University (SNHU) is dedicated to providing equal access to individuals with disabilities in accordance with Section 504 of the Rehabilitation Act of 1973 and with Title III of the Americans with Disabilities Act (ADA) of 1990, as amended by the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.

SNHU prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. The university has adopted this policy to provide for prompt and equitable resolution of complaints regarding any action prohibited by Section 504, the ADA, or the ADAAA.

For questions about **support services, documentation guidelines, general disability issues, or pregnancy accommodations**, please visit the [Online Accessibility Center](#) (OAC).

As a student, you must complete an interactive intake process, with supporting documentation, in order to be granted accommodations. Once reasonable accommodations are approved by the OAC, you will receive an accommodations letter. You are then responsible for sharing the letter with your instructor. Accommodations are not retroactive.

If you feel you've been subject to discrimination on the basis of disability, by any party, you may file a complaint or grievance. For more information on the ADA/504 Grievance Policy, go to the [Disability and Accessibility Services](#) website.

Academic Integrity Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic integrity policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).