Intro to Python — SMM692

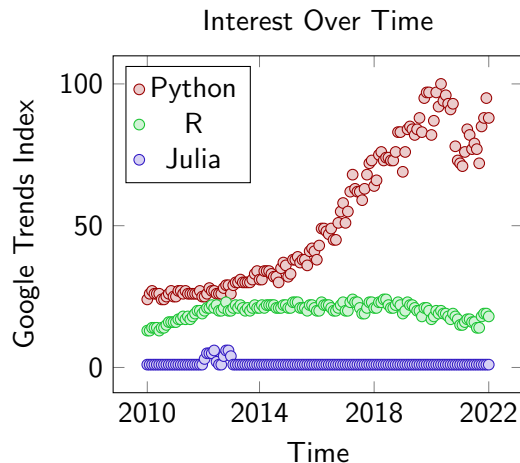## Organization of the Module

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2022

Why Python?

- Python is a general-purpose, high-level programming language
  - Traditionally, Python was used for developing desktop and web applications
- So, why should business analytics (BA)professionals learn it?
  - Python is also the platform one of the richest — if not the richest — data-science ecosystem
  - Python's popularity surge is related with the emergence and development of the data science field

Why an Introductory Module on Python in a BA Post-Grad Course?

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Python for What?

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Python in the Business Analytics Sphere

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Hello there

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