**University of Pennsylvania, Wharton**

[Course Introduction and Overview2 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/O52Gh/course-introduction-and-overview)

[Overview of the Business Analytics Specialization2 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/7f6Fz/overview-of-the-business-analytics-specialization)

Descriptive Analytics

[What is Descriptive Analytics?6 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/ZkdI7/what-is-descriptive-analytics)

[Descriptive Data Collection7 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/6UBqf/descriptive-data-collection)

Passive Data Collection5 min

[Media Planning9 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/FQRC8/media-planning)

[Types of Descriptive Analytics8 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/y4sTl/types-of-descriptive-analytics)

**[Quiz:](https://www.coursera.org/learn/wharton-customer-analytics/exam/5BkGJ/descriptive-analytics-quiz)** [Descriptive Analytics Quiz](https://www.coursera.org/learn/wharton-customer-analytics/exam/5BkGJ/descriptive-analytics-quiz)

[10 questions](https://www.coursera.org/learn/wharton-customer-analytics/exam/5BkGJ/descriptive-analytics-quiz)

[Due in 3 days](https://www.coursera.org/learn/wharton-customer-analytics/exam/5BkGJ/descriptive-analytics-quiz)

[Descriptive Analytics Slides](https://www.coursera.org/learn/wharton-customer-analytics/supplement/4lryw/descriptive-analytics-slides)

[Introduction to Predictive Analytics2 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/de0F9/introduction-to-predictive-analytics)

[Asking Predictive Questions4 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/P1Kwx/asking-predictive-questions)

[Regression Analysis, part 15 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/juwna/regression-analysis-part-1)

[Regression Analysis Part 2: The Demand Curve5 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/1u1QT/regression-analysis-part-2-the-demand-curve)

[Beyond Period 210 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/7fduC/beyond-period-2)

[Making Predictions Using a DataSet9 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/FPZ0E/making-predictions-using-a-dataset)

[Data Set Predictions: Mary, Sharmila, or Chris?10 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/LZOA3/data-set-predictions-mary-sharmila-or-chris)

[Probability Models11 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/fvxq2/probability-models)

[Implementation of the Model17 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/g9lhh/implementation-of-the-model)

[Results and Predictions5 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/r6f0A/results-and-predictions)

[Quiz: Predictive Analytics Quiz10 questions](https://www.coursera.org/learn/wharton-customer-analytics/exam/QvKOP/predictive-analytics-quiz)

[Due October 4, 11:59 PM PDT](https://www.coursera.org/learn/wharton-customer-analytics/exam/QvKOP/predictive-analytics-quiz)

[Reading: Customer Lifetime Value](https://www.coursera.org/learn/wharton-customer-analytics/supplement/FryUo/reading-customer-lifetime-value)

[Predictive Analytics and Regression Analysis Slides](https://www.coursera.org/learn/wharton-customer-analytics/supplement/0ZY3R/predictive-analytics-and-regression-analysis-slides)

Prescriptive Analytics

[Introduction1 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/E2dWs/introduction)

[What is Prescriptive Analytics?5 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/aRJUj/what-is-prescriptive-analytics)

[Using the data to maximize revenue6 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/CzOcA/using-the-data-to-maximize-revenue)

[Parameters of the Model10 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/nMxkm/parameters-of-the-model)

[Market Structure6 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/689ZB/market-structure)

[Competition and Online Advertising Models6 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/jhuX5/competition-and-online-advertising-models)

[Conclusion(s)5 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/lkmxR/conclusion-s)

**[Quiz:](https://www.coursera.org/learn/wharton-customer-analytics/exam/MB9au/prescriptive-analytics-quiz)** [Prescriptive Analytics Quiz10 questionsDue October 11, 11:59 PM PDT](https://www.coursera.org/learn/wharton-customer-analytics/exam/MB9au/prescriptive-analytics-quiz)

[Prescriptive Analytics Slides](https://www.coursera.org/learn/wharton-customer-analytics/supplement/6ajXM/prescriptive-analytics-slides)

Applications and Case Studies

[Introduction to Application to Analytics4 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/TSzVj/introduction-to-application-to-analytics)

[The Future of Marketing is Business Analytics8 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/BtkMC/the-future-of-marketing-is-business-analytics)

[The Golden Age of Marketing16 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/20cIe/the-golden-age-of-marketing)

[Applications: ROI12 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/62f1n/applications-roi)

[Radically New Data Sets in Marketing8 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/qzD1H/radically-new-data-sets-in-marketing)

[The Perils of Efficiency13 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/vsOFO/the-perils-of-efficiency)

[Analytics Applied: Kohl's, NetFlix,AmEx and more18 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/InOKJ/analytics-applied-kohls-netflix-amex-and-more)

[Conclusion5 min](https://www.coursera.org/learn/wharton-customer-analytics/lecture/jFR8i/conclusion)

**[Quiz:](https://www.coursera.org/learn/wharton-customer-analytics/exam/SM727/applications)** [Applications10 questionsDue October 18, 11:59 PM PDT](https://www.coursera.org/learn/wharton-customer-analytics/exam/SM727/applications)

[Application/Case Study Slides](https://www.coursera.org/learn/wharton-customer-analytics/supplement/Y8iP6/application-case-study-slides)