

BUSINESS ANALYTICS



Course Duration-3 Months

Business Analytics introduces quantitative methods used to analyze data and make better management decisions. This course is not based on rote memorization of equations or facts, but focuses on honing your understanding of key concepts, your managerial judgment, and your ability to apply course concepts to real business problems.

Module 1

- Descriptive Statistics
- Relationships Between Two Variables

Module 2

- Sampling and Estimation
- Creating Representative and Unbiased Samples
- The Normal Distribution
- Confidence Intervals



Module 3

- Hypothesis Tests
- Improving the Customer Experience



Module 4

- Single Variable Linear Regression
- The Regression Line
- Forecasting
- Interpreting the Regression Output
- Performing Regression Analysis

Module 5

- Multiple Regression
- The Multiple Regression Equation
- Adapting Concepts from Single Regression
- Performing Multiple Regression Analysis
- New Concepts in Multiple Regression
- Visualizing Data

