

The prerequisite is Bauer graduate standing. This course will introduce the concepts and use of Data Analytics (DA), the related DA tools (software and programming concepts) and the solution applications (analysis and presentation) of DA. The knowledge acquired in this course will enable you to begin your understanding of the importance of Data Analytics.

The instructor obtained a grant from Microsoft to cover 40 student licenses to Azure Machine Learning so that the software may be utilized in the classroom. As of right now, MSACCY students have priority for enrollment because the class is part of two certificate tracks. However, it sounds like the course may be offered during Spring 2017 as well.

Course Objective: The course focuses on Advanced Analytics Concepts, Applications and Tools. There are four main sections: Business Context, Technology, Team Solutions, and Individual Projects. As the course progresses through the sections, we will discuss Business Modeling, the Analytics Spectrum, Data Acquisition, Algorithms (e.g., Regression, Classification, Clustering), the Advanced Analytics Solution Framework, and Data Visualization and Presentation.

Ellen Terry's Background Information:

- JP Morgan - Vice President and Lead Analyst
- General Electric - Director Planning and Programs
- Microsoft Corporation - Industry Solution Architect (Business Intelligence)
- Deloitte + Touche / Polaris Consulting - Principal Consultant