Course Title: Advanced Analytics

Course Description:
Understand and implement common data mining and modeling techniques used to forecast and predict future outcomes using large volumes of data

Course Prerequisite(s):
Beginner Excel and/or Reporting tool

Course Objectives:
Students will get a thorough understanding of the techniques used in preparing data, and various statistical models and data mining algorithms for predictive analytics.

Certification Notes:
This is the 3rd class in the business intelligence certificate series, and capability in our maturity model and project roadmap for the certificate series.

Instructor Notes:
We will have a lab and/or class exercise for each session. The course material and vendor software used for statistical analysis will be subject to change. Students will get hands-on experience utilizing various data analysis tools and data mining algorithms.

Textbook(s): Instructor created handouts with book recommendations.

Lesson Plan – by week or session
Session 1: Discuss data mining architecture, components, and data preparation.
Session 2: Discuss revenue management, basic statistical terminology, methods and analysis.
Session 3: Apply various data mining techniques from various data sets to predict future outcomes.
Session 4: Apply statistical concepts and analysis from various data sets. Test.