ITSS4353 - Business Analytics

ITSS 4353 Business Analytics (3 semester credit hours) This course will introduce various data mining analytical techniques to extract business intelligence from firms' business data for various applications, including supervised and unsupervised learning analytic techniques, association, customer segmentation, classification, customer relationship management (CRM), personalization, online recommendation systems, and web mining. Students will also be exposed to various business intelligence software such as XLMiner, SAS Enterprise Miner, R, Python, or SQL Server (depending on availability). Prerequisites: ITSS 331 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) T