Business Analytics With SAS

This course covers theories and applications of business analytics. The focus is on extracting business intelligence from firms' business data for various applications, including (but not limited to) customer segmentation, customer relationship management (CRM), personalization, online recommendation systems, web mining, and product assortment. The emphasis is placed on the 'know-how' -- knowing how to extract and apply business analytics to improve business decision-making. Students will also acquire hands-on experience with business analytics software in the form of SAS Enterprise Miner. Credit cannot be received for more than one of the following: BUAN 6324 or BUAN 6356 or MIS 6324 or OPRE 6399. Prerequisite or Corequisite: OPRE 6301 or OPRE 6359. (3-0) Y