OPRE4353 - Business Analytics

[OPRE 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 Python, R, XLMiner, SAS EnterpriseMiner, or SQL Server (depending on availability). Prerequisites: ([ITSS 3312](#) or [ITSS 4381](#)) and ([MATH 1326](#) or [MATH 2414](#) or [MATH 2419](#) or [OPRE 3340](#)) and ([CS 2305](#) or [MATH 2418](#) or [MATH 2333](#) or [OPRE 3333](#)). (Same as [ITSS 4353](#)) (3-0) T