

DATA ANALYTICS FOR MANAGERS I

| Unit | Content |
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| 1 | UNDERSTANDING THE ROLE OF ANALYTICS IN DECISION-MAKING |
| 2 | TYPES OF DATA AND DATA SOURCES |
| 3 | INTRODUCTION TO DATA VISUALIZATION AND REPORTING TOOLS |
| 4 | DATA CLEANING AND PREPARATION TECHNIQUES USING TOOLS LIKE POWER BI |
| 5 | EXPLORATORY DATA ANALYSIS (EDA) |
| 6 | DESCRIPTIVE STATISTICS AND DATA SUMMARIZATION |
| 7 | INTRODUCTION TO PROBABILITY AND INFERENCE STATISTICS |
| 8 | PRINCIPLES OF EFFECTIVE DATA VISUALIZATION USING DATA VISUALIZATION TOOLS (E.G., TABLEAU, POWER BI) |
| 9 | CREATING IMPACTFUL REPORTS AND DASHBOARDS |

Suggested Readings:

1. Davenport, H., Harris J.G., Competing on Analytics: The New Science of Winning, Harvard Business Review Press.
2. Davenport H., Harris J.G. and Morison R., Analytics at Work: Smarter Decisions, Better Results, Harvard Business Review Press .
3. Schniederjans M.J., Schniederjans D.G. and Starkey C.M. Business Analytics Principles, Concepts, and Applications with SAS: What, Why, and How, FT Press Analytics.
4. Camm, J.D., Cochran, J.J., Fry, M.J., Ohlmann, J.W., Anderson, D.R. (2015), Essentials of Business Analytics, Cengage Learning, Second Edition.
5. Prasad, R. N., Acharya, S. (2011), Fundamentals of Business Analytics, Wiley.
6. Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.
7. Liebowitz, J. (2013), Business Analytics: An Introduction, Auerbach Publications.
8. Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.