



SEMESTER-V

COURSE 14: BUSINESS ANALYTICS

Theory

Credits: 3

3 hrs/week

Course Objectives:

The course aims to help learners to acquire knowledge on Business Analytics and explain why Business Analytics is important. State some typical examples of Business Applications and differentiate between OLAP and OLTP. Explain the concepts of Business Intelligence and understand different types of Analytics. Differentiate between Data Mining and Machine Learning Concepts.

Learning Outcomes:

After Completing this course, the students will be able to
Understand business analytics and develop business intelligence. Analyze data using statistical and data mining techniques for business intelligence. Understand case studies for predictive models. Expertise in OLAP Tools. Apply different Analytic Techniques

Unit 1: Business Analytics: definition, Components of Business Analytics, Types of Business Analytics methods, Benefits of Business Analytics, Business Analytics Tools, Applications of Business Analytics, Trends in Business Analytics

Case Study:

1. Retail Analytics
2. Marketing Analytics

Unit 2: Descriptive Analytics, Statistics: Types of Statistics, Types of Data, Measure of Central Tendency: Mean, Median, Mode, Standard Deviation, Variance

Case Study:

1. Financial Analytics
2. Social Media and Web Analytics

Unit 3: OLAP, OLAP Operations: Roll Up, Drill Down, Slice and Dice, Pivot, Types of OLAP, OLAP Tools, OLTP, Characteristics of OLTP, OLTP advantages and disadvantages,

Case Study: Working with any one of the OLAP Tools



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Single Major B.Com. Computer Applications (w.e.f:2023-24A.B)

Unit 4: Architecture and Components of Business Intelligence, Business Intelligence for Management, Operational BI, What is Business Intelligence, Benefits of BI, Roles and Responsibilities of BI, Overview of Popular BI Tools in Market

Case Study: Real-Time Credit and Debit Card Fraud Detection, an HPE Shadowbase

Unit 5: Data Mining Concept, Concepts of data mining model with its development and deployment in business scenario, Types of Data Mining Models, Machine Learning: definition, How ML works, Features and Importance of ML, Machine Learning Concepts: Classification of ML

Case Study: Healthcare Analytics

Text Books:

1. Module 5, Business Data Analytics by IBM
2. Essentials of Business Analytics: An introduction to the methodology and its applications by Bhima sankaram P, Sridhar S