

## **BAIS 409: Data Analytics**

### **Marketing, Analytics & Prof Sales**

The use of large business data in advanced business applications such as data analysis and predictive analysis. The course covers topics such as data warehousing, data mining, and business/data analytics. Techniques such as text analysis and natural language processing, machine learning, and AI are also studied.

3 Credits

### **Prerequisites**

- Pre-requisite: 54 Completed Hours.
- Prerequisite: BAIS 408 or Consent of Instructor

### **One-way corequisites**

- [BAIS 309: Management Information Systems](#)

### **Instruction Type(s)**

- Lecture: Lecture for BAIS 409
- Lecture: Compressed Video for BAIS 409
- Lecture: Web-based Lecture for BAIS 409

### **Subject Areas**

- [Computer Programming Special Applications](#)
- [Data Modeling/Warehousing and Database Administration](#)

