

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](#)

