

Basics of Business Analytics

1. Remembering:

- Describe the evolution of big data and its impact on decision-making in business analytics.
- Define data warehousing and explain its importance in managing and storing large volumes of data.

2. Understanding:

- Summarize the key concepts of data mining techniques and their applications in extracting valuable insights from data.
- Explain the architecture and functionalities of the Hadoop Distributed File System (HDFS) in managing big data.

3. Applying:

- Utilize the data scientist model to analyze and interpret data in order to make informed business decisions.
- Implement different types of data visualization techniques to effectively communicate insights and trends to stakeholders.

4. Analyzing:

- Conduct exploratory statistical analysis to identify patterns and trends in data for decision-making purposes.
- Apply predictive analytics techniques to forecast future outcomes and trends based on historical data.

5. Evaluating:

- Evaluate the effectiveness of segmentation techniques in targeting specific customer groups for marketing campaigns.
- Assess the benefits of survival analysis in analyzing time-to-event data for business decision-making.

6. Creating:

- Design and implement social network analytics strategies to understand customer behavior and relationships.
- Develop and implement best practices in analytics to drive business performance and competitive advantage.