

PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY

Department of Business Studies

Semester : 1 st			
Course Title: INTRODUCTION TO BUSINESS ANALYTICS			
Course Code: B23-UBA-301			
S. No.	Lecture No.	Topics to be covered	Target Outcome
1	1	Introduction to Business Analytics, Big data, characteristics of big data	CO1
2	2	Data Scientist, Data Engineer & Data Analyst- Concept, roles and differences	CO1
3	3	Categories of Business Analytical methods and models,	CO1
4	4	Analyst Role in Business Analytics Model, Application of Business Analytics	CO1
5	5	Retail Analytics, Marketing Analytics, Financial Analytic	CO1
6	6	Healthcare Analytics, Supply Chain Analytics, Career in Business Analytics.	CO1
7	7	Descriptive analytics: Overview & its application in Business Analytics	CO2
8	8	Concepts and practices of Central Tendency, Variability	CO2
9	9	Data Representation-Tabular and Visualisation, Data Definition with examples	CO2
10	10	Visualization Techniques – Tables, Cross Tabulations,	CO2
11	11	Visualization Techniques – overview of Pie charts, Bar Charts, Histogram, Stacked Bar Graphs, Box & Whiskers Plot	CO2
12	12	Visualization Techniques – Dashboards	CO2
13	13	Hands on with Excel- Data Visualisation Techniques-Tables & Cross Tabulation	CO2
14	14	Hands on with MS Excel- Data Visualisation Techniques Graphs	CO2
15	15	Lab Exercises on Cross Tabulation and Data Visualisation	CO2
16	16	Interquartile Range, its application in Box & Whisker Plots	CO2
17	17	Introduction to Predictive Analytics and its role in Business Analytics	CO3
18	18	Use of Linear Regression in Predictive Analytics-Concepts	CO3
19	19	Predictive Analysis using Linear Regression	CO3

		Analysis-Practice	
20	20	Factor Analysis- Concepts & Applications	CO3
21	21	Cluster Analysis- Concepts and Applications	CO3
22	22	Introduction to Econometrics	CO3
23	23	Practice Session on Econometrics	CO3
24	24	Introduction to Time Series Analysis	CO3
25	25	Practice session on Time Series Analysis	CO3
26	26	Concept of Prescriptive Analytics – Meaning, Nature, Importance	CO4
27	27	Applications of Prescriptive Analytics	CO4
28	28	Decision tree analysis	CO4
29	29	Risk Analytics	CO4
30	30	Text Analytics	CO4
31	31	Web Analytics	CO4