**ISYS 4393: Seminar in Applied Business Analytics**

Application of business analytics, business intelligence, data mining, and data visualization to business problem solving. Business Analytics techniques using current and relevant software are applied to current business problems for presentation to management. Prerequisite/Corequisite: ISYS 4293 with a grade of "C" or better.

**Course Outline –**

Business Analytics Mini-Project – (review and practice)

* Mini-Project to develop a comprehensive business analytics solution
* Mini-Project Business Application using current software
  + Data Preparation - extract data for a dataset source, cleanse, and prepare for analysis
  + Descriptive Analytics – Fundamental, Graphical, and Visual Analytics
  + Predictive Analytics
  + Prescriptive Analytics
  + Presentation

Comprehensive Business Analytics Semester Project

* Industry Problem (desired)
* Analytics application to address the Industry Problem (as appropriate)
  + Data Preparation – extract, cleanse, and prepare
  + Descriptive Analytics – Fundamental, Graphical, and Visual Analytics
  + Predictive Analytics
  + Prescriptive Analytics
* Presentation to Management