

# Course Roadmap

## Introduction to Business Intelligence

### Introduction

- Review Course Syllabus
- Review Course Outlines, Schedule, and Deliverables

### Big Picture

- Introduction to Digital World and Big Data
- Introduction to Business Analytics
- Types of Analytics with Contemporary Business Applications
- Summary and Key Takeaways

### Overview of Data Munging

- Types of Data
- Key Sources of Data
- Data Processing and Manipulation

### Descriptive Analytics and Business Applications

- Numerical Summary Measures
- Data Visualization Methods: Graphical measures
- Business Applications

### Web Analytics Concepts

- Introduction
- Practice Session with Google Analytics
- Summary and Conclusion

### Introduction to Machine Learning

- Types of Machine Learning
- Business Applications
- Summary and Key Takeaways

### Introduction to Unsupervised Learning

- Types of Unsupervised Learning Techniques
- K-Means Clustering and Business Applications
- Summary and Key Takeaways

### Introduction to Supervised Learning

- Types of Supervised Learning
- Regression Analysis and Business Applications
- Ethical and Privacy Issues in Analytics
- Summary and Key Takeaways

### Course Wrap-up