What is Analytics?
Analytics involves studying past historical data to research potential trends, analyze the effects of certain decisions or events, or evaluate the performance of a given tool or scenario. The goal of analytics is to better the business or organization by gaining knowledge which can be used to make improvements or changes.

Why Study Analytics?
As firms continue to lower costs, they will make better use of information. Consequently, there is a growing need for analytics specialists in any business, specifically, financial institutions.

ISDS 4141 Introduction to Data Mining: Fundamental methodology and techniques used in data mining, with particular emphasis on business applications. Topics include market basket analysis, memory-based reasoning, cluster detection, link analysis, decision trees and rule induction, neural networks, and genetic algorithms. Helps students prepare for a data mining certificate exam such as the SAS Certified Predictive Modeler.

ISDS 7510 Database Management: Analysis, design, and implementation of databases based on the relational database model; data modeling using entity-relationship (E-R) diagramming; logical and physical database design; SQL; hardware/software architecture considerations; data and database administration; emerging database technologies; and advanced database applications. Helps in preparation for SQL certifications.

ISDS 7070 Analytics Project: (Prereq: ISDS 4141, ISDS 7510) This project class deals with the lifecycle of an analytics project, business understanding, data understanding, data preparation, modeling, evaluation, and deployment. Students will work in teams to find solutions to large data problems using business intelligence and data mining tools, which include Microsoft sequel server, Tableau, Excel PowerPivot, and JMP.

Please note: Students should work with the Flores MBA office to confirm availability of elective courses each semester. Electives are not available every semester and are subject to instructor availability. In cases where an elective is not offered as planned, the Flores MBA office will attempt to find alternative courses for the student to take so that the specialization can be completed.