USING PREDICTIVE DATA ANALYSIS

Course Focus

The sheer variety of sources and types of data that can aid in decision making are almost overwhelming. The key to making good use of the data lies in knowing what specifically to pay attention to, understanding the relationships and variables among the data, and making the right connections.

Experience is essential to knowing and making educated guesses about what requires attention. Familiarity with statistical methods will provide you with a significant advantage over relying on gut instinct alone.

In this course you will learn to identify uncertainty in a business decision, and to choose variables that help reduce uncertainty. By the end of this course, you will have a robust decision model that you can use to make predictions related to your decision. Along the way, you will clarify and enhance your understanding of the factors that influence possible outcomes from the decision.

Who Should Take this Course?

This course is appropriate for anyone from analyst to the SVP with no background in statistics. It is designed for individuals who need to perform analysis to support decision making. The course content draws on examples across all business types.

Topics Include

- Determining the degree of uncertainty in your decision and determine the impact of this uncertainty
- Identifying data relationships to reduce uncertainty
- Creating a regression model that looks at attributes of variables driving the decision
- Refining your regression model to improve its validity
- Creating a convincing argument for the validity of your model
- Making a prediction or an estimate using your model

Pricing & Registration

The online course price is US$1380. Register online at:

sha.cornell.edu/online/courses
Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online instructor who leads the online discussions and is available to answer any questions about the course content. You will have a 3-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 3 - 5 hours per week

This course is part of an online certificate:

- Certificate in Data Analytics

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