MKTG 3371 : Introduction to Data Analytics

Data analytics is a process that turns data into usable information for answering questions. This course will introduce the process of acquiring, managing and analyzing data. Readily available real-world data sets will be analyzed using supervised and unsupervised learning methods. Prerequisites: MATH 2435, MATH 3332, MATH 3450, or PSYC 3433.

Credits 3
Course ID
008366