Big Data analytics and BI systems are critical in today’s business environment. The sheer volume of data collected in all aspects of operations - supply chain, analysis of creditworthiness for customers, customer retention, analysis of profitability including the impact of shipping costs on profits and product line planning - are all deluged with more data than the human eye can capture and analyze easily. Your employable talents will be greatly enhanced with your ability to employ the fundamentals of data collection, merging, and cleansing and using these tools to participate in data analytics and data visualization.

This course will provide accounting and financial professionals with skills and knowledge in the application and use of data analytic tools such as Excel, Alteryx, and Tableau. Students will participate in projects which may include real data from local companies, gaining invaluable hands-on experience with analytic tools. Topics to be discussed include:

- The Analytics Ecosystem
- Descriptive Analytics: Data, Modeling and Visualization
- Data Warehousing and Data Lakes
- Predictive Analytics: Processes for Data Mining and Algorithms
- Predictive Analytics: Social Media perspective
- Prescriptive Analytics: Addressing the problems identified
- Big Data Analytics
- Impact of IoT
- Alteryx and its use in Analytics
- Using Tableau as a visualization software
- Other tools such as SAS, Microsoft BI, and Qlik

**What Students Are Saying...**

“"I really appreciate being immersed in the real-world data analytics business problem that was assigned to my graduate class in 2018. Recently, I used the summary of the analysis I prepared for class to introduce myself to future employers. I had wonderful conversations with the big four firms as well as mid-tier and local firms. Firms were very impressed in my Tableau project and my data analytics experience I gained from my 503 class."

- Jason Chen, MSA student 2018

“This is one of my favorite classes that I’ve taken in the MSA program. I feel like all the interesting things you can do with data analytics tools and knowledge of statistics can be carried over anywhere and I’m particularly interested in how I can carve my own career niche in accounting by augmenting my skill set in programming and data analysis."

- Christopher Lauron, MSA student 2018

April Morris coordinates the applied analytics programs for the Department of Accounting at Mihaylo College. She is involved with outside stakeholders such as CPA firms and local companies, securing real data for students to review, merge, clean, and analyze. Ms. Morris has held executive and Board positions with OC companies, including NYSE-listed companies. Her business background combined with her emphasis on Data Analytics provides students with perspectives from real world applications. Ms. Morris is a CPA and is certified in the use of Tableau.