Data analytics has become a highly sought after skill in business, engineering, economics, government, services, science, health care and other domains. Accounting firms in Orange County and nationwide (Big 4 and non-Big 4) desire to hire professionals who are able to analyze large amounts of business data for helping their clients develop a strategic advantage in today’s fast-paced business environment. **ACCT 407 (Accounting Data Analytics)** covers data analytics as it pertains to accounting professionals.

Three major areas that comprise analytics are Data Reporting, Data Visualization, and Predictive Analytics. ACCT 407 uses the emerging technology to show the practice of data analytics in the real world. Students will develop skills through hands-on experience and guided exercises with select software, including: Excel (including pivot tables); SQL; SAP Predictive Analytics (Cloud) and/or Tableau; Regression Analysis; Clustering and Association Analysis. By using different analytics skills developed in this course, students will be able to:

- Determine the products, customers, and sales organizations that provide the highest revenue
- Develop advertising/sales strategies based on existing data
- Forecast revenue/sales for the next year.
- Calculate which two products are more likely to be sold together

**Aug. 27, 2018 to Dec. 17, 2018**  
Mondays & Wednesdays  
6:30 – 7:45 p.m.

CSUF Fullerton Campus  
SGMH - 2105

**Prerequisites:**  
ACCT 301A, ACCT 301B, ACCT 302, and ACCT 307 with “C” (2.0) or better in each

**ACCT 407 is a valid elective for:**  
Bachelor of Arts in Business Administration, Accounting Concentration & Master of Science in Accounting

**Dr. Jie Zhou** earned her Ph.D. in accounting from Northwestern University, Kellogg School of Management, where she served as both a tutor and teaching assistant. Zhou's teaching and research interests include financial accounting and accounting information systems.