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.

### COURSE OBJECTIVE

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

### Prerequisites:

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

### Course Schedule:

**Aug. 27, 2018 to Dec. 17, 2018**

- Mondays & Wednesdays
- 2:30 – 3:45 p.m.

**CSUF Fullerton Campus**

SGMH - 2105

### Department of 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.