



# ***Data Analytics for Data Stewards***

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**Module 0. About the Course (8 min)**

**Module 1. Business Intelligence Concepts (59 min)**

- Overview
- Definitions
- System
- Architecture
- Systems View of Business Intelligence
- Summary

**Module 2. Analytics Concepts (49 min)**

- Overview
- What is Business Analytics
- Why Business Analytics? Part 1-2
- Example: Business Analytics Value
- Strategic Positioning of Business Analytics 1-5
- Industry Use Cases
- Business Function Use Cases

**Module 3. Predictive Analytics Concepts (56 min)**

- Introduction to Predictive Analytics
- How it Works
- Decision Trees
- Response Modeling
- The Light Bulb Puzzle
- Wrap-up

**Module 4. Data Mining Concepts (25 min)**

- What is Data Mining?
- Statistics in Data Mining
- Machine Learning
- Supervised Learning
- Unsupervised Learning

**Module 5. The Data Mining Process (24 min)**

- Data Mining Framework
- Data Mining Approaches
- Data Mining Techniques
- Data Mining Process

**Module 6. Data Science Concepts (37 min)**

- Data Science Definitions



## DS-06: Data Analytics for Data Stewards

- *Decision Science Definitions*
- *Mathematics Perspective*
- *Computing Perspective*
- *Domain Perspective*
- *Combining Perspectives Part 1-3*
- *Synthesizing Data Science*
- *Aspects of Science in Data Science*
- *Value Framework*

### **Module 7. Being Data Driven (26 min)**

- *Pursuit of Value*
- *Data Driven Organizations*
- *Success Factors*