 **Business Analytics**

**FOCUS:** Students will transform data into answers. Students will manipulate data sources and use these data sources to generate accurate visualizations of performance. Students will not only report on past or current indicators but will consider how data can be used to forecast business activity. Students will be problem solvers using technology to interpret metrics and formulate business strategy. Students will also use soft skills to communicate findings.

**TEXT:** Business Analytics – Descriptive, Predictive, Presecriptive: Cengage, 2019

**SOFTWARE:**  Students will begin working in Excel to develop a proficiency with database management and basic spreadsheet tools. Analytic Solver, an Excel add-in, will be used by students for statistical analysis, data mining techniques and modeling. Students will progress to Tableau Prep and Tableau Desktop to customize data input sources and create visualizations that support analysis.

**CAPSTONE PROJECT**: This will be student driven where personal areas of interest are researched. Students determine variables and collect data to be edited for an input source. Analysis will ultimately provide visualizations that communicate findings. Students will prepare oral presentations with visuals.

**GRADING:** All assignments will have a point value that is averaged to produced a marking period grade.

Marking period grades are distributed using the following scale.

A= 100 – 90% B= 89 - 80% C= 79 - 70% D= 69 - 60% F=less than 60%

Students may remediate one test a marking period (excluding mid-term and final exam). Remediation needs to be discussed within one week after assessment is returned.

**CLASS CUTS:** School policy dictates that for each marking period the first class cut will result in a detention, second cut will lower your grade by one letter and a third cut will result in a failing grade.

**MISSED WORK:** Missed work due to absence must be completed by a date agreed to between the student and teacher. Students missing a class each week due to a lab are advised to be assertive in gathering information regarding missed work and teacher assistance is available if discussed in advance.