**­WPC 300 Course Schedule** (Preliminary and Subject to Change)

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| **Course Objective** | **Module** | **Week starting** | **Quiz & Lab** | **Assignment** |
| **What can Analytics do for Business?** | [Intro] Problem Solving & Actionable Analytics | January 13 | Syllabus (no quiz) |  |
| [Science] The Science & Biases of Analytics | January 20 (Martin Luther King Jr. holiday observed 1/20) | Biases & science of analytics | Competing on Analytics: generate an app |
| **How do organizations generate, store, and organize data?** | [Data] Data & Information Architecture | January 27 | Data & info architecture | SQL |
| [Excel] Advanced Excel Functions | February 3 | Excel functions | Excel functions |
| [ETL] ETL | February 10 | ETL | ETL |
| **How can organization affect the data creation & generation process?** | [Organizations] A/B Testing, Experimental Design & Surveys | February 17 | A/B Testing | A/B Testing |
|  | Mid Term Exam | February 24 |  | |
| **How do we actually analyze and find insights?** | [Statistics] Statistics Review | March 2 | Statistics review | Descriptive statistics |
| **Spring Break, March 8-15** | | | | |
| **How do we actually analyze and find insights?** | [ANOVA] T-tests & ANOVA | March 16 | Group testing | T-tests & ANOVA |
| [Regression] Linear Regression | March 23 | Linear regression | Linear regression |
| [Logistic] Logistic Regression | March 30 | Logistic Regression | Logistic regression |
| [Interpretation] Data Visualization & Interpretation | April 6 | Visualization & interpretation | Visualization |
| [Visualization] Data Visualization | April 13 | Data Visualization | Visualization |
| [ML] Machine Learning | April 20 | Machine learning | Machine Learning |
| Final Exam | April 27 |  | |

Quizzes are completed before the topic is discussed in class; assignments are completed the night before the next topics class. For example, Quiz 5 (ETL) will be completed before the class that takes place during the week starting February 10 and Assignment 5 (ETL) will be submitted the night before the next class in the week starting February 17.

The mid-term exam will be held during our regularly scheduled class time; the final exam will occur during the last regularly scheduled class.