

Course Type	Course Code	Name of the Course	L	T	P	Credit
DP	NMSC520	Business Analytics Lab	0	0	2	1

Course Objective			
Students will gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.			
Learning Outcome			
Students will gain hands-on experience of business analytics in the current business scenario.			
Unit No	Topics to be covered	Lecture hours	Learning Outcomes
1	Descriptive Analytics: Data Entry, Data Preparation, Solving Business Problems in R studio/Tableau/Power BI. Statistical methods, Frequency distribution, Graphical Presentation, Measures of Central Tendencies in Frequency Distributions, Measures of Dispersion in Frequency Distributions, Moments, Skewness and Kurtosis in Frequency Distributions, Pearson's Coefficient of Linear Correlation, Simple Linear Regression.	12	Students will have hands-on experience on R studio /Tableau/Power BI using statistical tests on various applications.
2	Predictive Analytics: Factor Analysis, Multiple linear Regression, Classification, Clustering.	10	In this section, students will learn the live application of predictive modelling.
3	Linguistic Analytics: Sentiment Analysis using Text Mining.	6	Hands-on experience of the linguistic analytics.
	TOTAL	28	

Textbook

1. Prasad, R. N. and Acharya, S. Fundamentals of Business Analytics, Wiley, 2015.

Reference book

1. Sharma, J. K. Business statistics. Pearson Education India, 2012.
2. Mishra, A., Mishra, H. Business Analytics: Solving Business Problems with R. Sage. 2024.