Who should take this course?

This course targets students who plan to be a future executive of a company (those who want to leverage the information asset of a company and convert companies to real-time enterprise) or who will work with or manage teams involved in Data analysis and Mining, Business Intelligence or Data Warehousing. For students who like state of the art technologies.

It should be a very appropriate class for:

- Careers in consulting (e.g., "Big Four," and other consulting firms are key placement targets)
- Knowledge Managers
- Information Systems
- Strategic Analysis
- Real-time Corporations
- Business Intelligence
- Functional-area experts:
  - Marketing (Quantitative - Campaign Management, Cross-selling, Up-selling)
  - Finance (Creating new paradigm and discovering patterns)
  - Accounting (Forensic Accounting)
  - Information Systems (Leveraging Corporate Data, Real-time Enterprise)
  - Algorithm Developers
  - Professional careers in IT (CIO, CTO, Business Intelligence, etc.)

This course requires some previous course work in statistics.

Instructional goals

- To develop an understanding of the various concepts and tools behind data warehousing and mining data for business intelligence.
- To develop quantitative skills pertinent to the analysis of data from huge corporate data warehouses.
- To develop industry level data mining skills using SAS enterprise Miner and desktop level data mining skills using SAS JMP software.
- To develop Data warehouse architecture from Business point of view.

Method of instruction

This course will use lectures, guest lectures, and labs and is project-based. The term project will be the "cap stone" of the semester and requires the student to envision a data-mining problem, collect relevant data, analyze the data and present the results. The project will apply most of the techniques/concepts covered during the semester and will enable you to obtain firsthand experience in analyzing data and discovering pattern and extracting significant results. Many of the projects in the past have been industry level consulting projects. For the projects you will be using SAS enterprise Miner and/or using SAS JMP software.