

Analytics Coaching

Course ID	B+W0040w
Lecturer	Prof. Dr. Mathias Bärfl
Study Program	BW (except „Marketing und Vertrieb“ students) / LH / WI
Level	Bachelor
Language	English
Credit Hours / ECTS	StuPo 2013/2: 2 Credit Hours / 2 ECTS StuPo 2016/2: 2 Credit Hours / 3 ECTS
Workload	30 h Classes / 15 h Preparation / 15 h Postprocessing
Course Type	Seminar
Exam	Presentation
Requirements	Successful completion of Statistics foundation course
Max Participants	12 (in the event that registrations exceed that limit, admission will be in order of Statistics foundation course performance)
Contents	The Advanced Statistics course draws on knowledge from Statistics foundation courses, introduces a selection of advanced analytical methods (e.g. ANOVA, χ^2 -Testing, Clustering, Decision Trees) and coaches participants to perform advanced statistical analyses. Use cases of business data, and their exploration aided by analytics software and a structured analysis process model, will form the centerpiece of this course.
Learning Objectives / Skills	On completion of the course, participants will be able to plan, prepare and execute advanced statistical analyses, and evaluate their results, in order to gain relevant knowledge from business data and effectively inform both daily operations and strategic planning.
Literature	<ul style="list-style-type: none">• Kahraman, C., Kabak, Ö.: Fuzzy Statistical Decisionmaking, Springer International Publishing, Switzerland, 2016.• Lane, D. M.: Online Statistics Education, http://onlinestatbook.com/• Mertens, W., Pugliese, A., Recker, J.: Quantitative Data Analysis, Springer International Publishing, Switzerland, 2017.• Moore, D. S., McCabe, G. P. Craig, B. A.: Introduction to the Practice of Statistics, Freeman and Company, New York, 2009.