Business Analytics-V

Course Name	**Business Analytics-V**
Course Code	**ODS2705**
Course Credit	3
Trimester	V
Course level Goals (CLGs):	This course aims to equip students with a comprehensive understanding of domain analytics in marketing, HR, finance, and supply chain management. Students will learn to apply analytical techniques to solve real-world business challenges in each domain. By the end of the course, students will be proficient in leveraging data analytics to make informed decisions and drive strategic initiatives in their respective areas of specialization.

Course Outcomes (COs)	Course Outcome	Bloom's Taxonomy Category	Level Number
	CO1: Recall and understand advanced business analytics techniques	Remember, Understand	Level 1, Level 2
	CO2: Apply machine learning and AI models to business analytics problems	Apply	Level 3
	CO3: Analyze unstructured and complex data for actionable insights	Analyze	Level 4
	CO4: Evaluate effectiveness and accuracy of new analytical models	Evaluate	Level 5
	CO5: Create innovative analytics approaches for business strategy and value add	Create	Level 6
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Pre-Requisite	**Business Statistics**
Course Outline	Module 1: Introduction to Marketing Analytics Segmentation, Targeting, and Positioning (STP) in Marketing Application of Marketing Analytics: Customer Lifetime Value Customer Segmentation using RFM Merchandising Planning Analytics for Shelf Space Allocation Module 2: Introduction to HR Analytics HR Metrics, KPIs & KRAs

	Application of HR Analytics: Employee Turnover and Attrition Factors Module 3: Financial Analytics Introduction to Financial Analytics Application of Financial Analytics: Fraud Transaction Detection,Customer Profiling,Credit Worthiness Module 4: Supply Chain Analytics Introduction to Supply Chain Analytics Transportation Models in Supply Chain Space Optimization for Warehouse
References	Financial Analytics- Pitabas Mohanty- Wiley India HR Analytics- Dhir – cengage