MAC 8215: Data Mining

This course focuses on applications of data mining. Data mining is the process of selecting, exploring, and modeling large amounts of data to uncover previously unknown patterns in the data. Data mining techniques allow managers to fully exploit large data bases, identifying potentially actionable insighes to gain a greater understanding of the data. This understanding provides managers with strong support to help make critical decisions. Throughout the course students will gain an understanding of how managers use data mining techniques to transform large quantities of data into information to support tactical and strategic decisions, be exposed to applications of data mining techniques that support cross-functional applications to business, and become familar with SAS JMP Pro to help support the data mining process.

Credits: 3.0
Program: MAC (Accounting and Business Taxation)