CLARION UNIVERSITY OF PENNSYLVANIA

Minor in Applied Data Analytics
College of Business Administration and Information Sciences

Upon successful completion of this program, students will be able to:
1. Understand the role of data and analytics as value added assets towards organizational success
2. Define the value chain: DIKV (Data-→ Information → Knowledge → Value)
3. Discern when to implement relational versus document oriented database structures
4. Locate and integrate data, employ data cleansing & preparation for holistic analysis
5. Design, manage, & implement data warehouses using modern tools for Business Intelligence (BI)
6. Evaluate corporate use of data from acquisition through cleansing, warehousing, analytics, & visualization to the ultimate business decision
7. Build insights using BI tools for decision making, based on facts and not intuition