Predictive Analytics Certificate Program
Course Syllabus

Week 1
Overview of Multivariate Data Analysis
Overview Fundamental Business Statistics Concepts; Introduction to SPSS

Week 2
Introduction to Measurement Scales and Descriptive Statistics; Using SPSS for graphical examination of data

Week 3
Understanding the Variate and Descriptive Statistics Data Summarization techniques, Methods of Association and Correlation; Using SPSS Correlation Analysis to measure relationships between variables

Week 4
Multiple Regression Analysis
Understanding Multiple Regression Analysis; Using SPSS multiple regression analysis to explain and predict causal relationships

Week 5
Multiple Discriminant Analysis & Binary Logistic Regression; Understanding Multiple Discriminant Analysis & logistic regression; Using SPSS multiple discriminant analysis and logistic regression to predict

Week 6
Factor Analysis
Understanding Exploratory Factor Analysis & Principle Components Analysis; Using SPSS for data reduction and variable reduction; Reliability Analysis

Week 7
Cluster Analysis
Understanding Cluster Analysis
Using SPSS cluster analysis to create customer segments

Week 8
Correspondence Analysis
Understanding Correspondence Analysis; Using SPSS correspondence analysis to visualize associations between variable