

Course Description

Analytics by Function (KLplus CPE Course)

Description:

In this course, you'll learn about the benefits of analytics, and effective applications of analytics and big data in marketing, sales, customer service, manufacturing and supply chain, and human resources functions. This course was developed with subject matter provided by the International Institute for Analytics. (www.iianalytics.com)

Learning Objectives:

Upon completion of this course, the learner will be able to:

- Discover the subject areas that will be covered in this course
- Recognize the value of applying analytics in common business functions
- Distinguish between the four spheres of marketing
- Recognize effective sales function analytics
- Identify effective applications of data analytics in customer service activities
- Identify effective applications of predictive and big data analytics in manufacturing and supply chain activities
- Identify effective applications of analytics in human resource functions
- Knowledge Check: Using Analytics Across Business Functions

Estimated Course Duration: 35 minutes (0.5 CPE credits)

Delivery Method: Online Self-Study

Field of Study: Statistics

Program Level: Basic

Prerequisites: None



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