Dear Students,

As the first round of bidding for the Winter quarter approaches, we wanted to inform you of a new and exciting course that prepares students for independent data analysis and courses in advanced topics using data. This course is offered by the Managerial Economics & Decision Sciences department and taught by Professor Nancy Qian.

Please note, this class requires students to have taken Business Analytics.

**MECN-935: Making Business Decisions with Big Data**

This class takes a practical view of statistics and data analysis with large datasets and provides students with a range of advanced state-of-the-art statistical and basic machine learning tools to address economic questions. The quality of the data and the method with which one can make inferences vary greatly across contexts. Moreover, handling big data, where one cannot visualize the entire dataset and visually identify problems, requires knowledge of advanced regression modeling and post-estimation techniques. The ultimate goal of this class is to master a set of sophisticated analytical tools and obtain confidence in making inference with large data sets and communicating statistical findings to practitioners.

In order to maximize the amount and the joy of learning, this course is case-focused and most of the analysis will be conducted in groups in class using a fun and hands-on approach. The analysis will be guided by the instructor and TAs and done in class in groups. Students will interpret the results, assess their credibility and applicability to the economic questions which motivated the analysis, and present their business decisions, and the evidence-driven rational in class.

The technical skills acquired in this course complement the core Business Analytics course and other Kellogg analytics-based electives. The cases covered in the class will complement both the elective course on Ethics as well as the core Crisis Management course.

If you are interested in learning more about this course directly from Professor Nancy Qian, please come to the **MECN-935 Info Session on Tuesday, October 29, from 12:15pm – 1:15pm in room HKG 1120**.
Lunch will be provided. Please RSVP by Monday, October 28.

Mariela Flores

Mariela Flores
Department Manager, Managerial Economics & Decision Sciences
847.491.5219 | mariela-flores@kellogg.northwestern.edu