Data Analytics

Data Analytics Legend
- Core Course
- Specialized or Related Elective
- Capstone Elective

*Solid Arrow = Prerequisite for electives

Core
- Managerial Statistics
  B6100/B5100, 1.5/3 credits
- Business Analytics
  B6101/B5101, 1.5 credits

Foundations

Tools
- Applied Regression Analysis
  B8114/B7114, 1.5 credits
- Business Experiments: Analytics for Causal Insight
  B8257, 3 credits
- Generative AI for Business
  B8609/B7609, 1.5 credits
- Business Analytics 2: Foundations of AI
  B8103, 1.5 credits
- Business Analytics 3: Modern AI, Deep Learning and Generative AI
  B8117, 1.5 credits
- Data Analytics in Python
  B8139, 3 credits

Technical Skills
- Digital Literacy for Decision Makers
  B8125, 1.5 credits
- Introduction to Databases for Business Analytics
  B8138, 1.5 credits
- Introduction to Programming in R
  B8144, 1.5 credits
- WebApp Programming in Python*
  B8126, 3 credits
- Python for MBAs*
  B8154/B7154, 1.5 credits

Industry Applications
- Pricing Strategies
  B8649/B7649, 1.5 credits
- Data Science for Marketing Managers
  B8633, 1.5 credits
- Digital Marketing
  B8679/B7640, 1.5/3 credits
- Digital Marketplaces
  B8159, 1.5 credits
- Market Intelligence: The Art and Science
  B8656, 3 credits
- Real Estate Analytics*
  B8474, 1.5 credits
- Revenue and Supply Chain Management
  B8109, 3 credits
- Sports Analytics
  B8131, 3 credits
- The Analytics Advantage
  B8148, 1.5 credits

Capstone
- Analytics in Action
  B8146, 3 credits

*Canvas "Basic Python" Class and Python Basic Qualification Exam required to take this class - see academics.gsb.columbia.edu/python for details