**BA 355: Short Assignment 1**

Write up a one-page memo about what Business Analytics is. Search online for the following topics and see what you learn.

1. What is Business Analytics? (Find a couple of different definitions and merge them into your own definition.) How does Business Analytics relate to Management Science and Operations Management?
2. Which companies currently sell business analytics software? List at least three.
3. What big companies use business analytics to improve their performance? List at least three and include details about how and what they do.
4. What is a Certified Analytics Professional?
5. Find a statistic or statement online that “proves” that Business Analytics is one of the “hottest” business topics today.
6. Later in the term, we will analyze real data from Ska Brewing (sales) and from FLC (student location demographics). From what you’ve learned above, theorize how either Ska or FLC could use business analytics to improve their overall performance.