Analytics for MBAs

Strategize

Execute

Tools

Methods
Potential options
• Use one of many off-the-shelf software products?
  • Black boxes
• Use R/Python and give students code to copy/paste?
  • Poor experience
• Cover everything theoretically without hands-on work?
  • Can be difficult to absorb; dry

Our Solution: XLKitLearn

danguetta.github.io/xlkitlearn
Predictive analytics

Text analytics
Each run generates Python code. Here is an example of what the Python code might look like:

```python
# Import packages

# Load the dataset

# Split the training dataset into a training and evaluation set. We use the
# random function. Note that we need to call the function to shuffle the data.
```