The University of Vermont

DM104_Web Analytics and Data-Driven Decision Making

Syllabus

Instructor / Contact Details

Instructor: Krista Park
Email: krista.park@uvm.edu
Phone: 267.221.3384
Office Hours: Office hours Thursday and Friday 12pm - 4pm EST.
Online Availability: I will be regularly checking for emails/messages between the hours of 8:30am and 10pm EST. During the week, I will respond within 24 hours. Over the weekend, I will respond within 48 hours.

I can best be reached via email and text, but am also happy to set times to speak via phone and video conference.

Course Description

This course is an introduction to the processes and methodologies of breaking down business-driving metrics for performance, understanding those metrics, and subsequently presenting insights from which business decisions can be made.

We will work through the process of determining which metrics will be used, how to look at them in context of the whole data set, estimating performance, and subsequently measure and reporting on that performance.

By the completion of this course, you'll have been introduced to the standard design by which Key Performance Indicators are selected and written, analyzed their performance, and apply common methodologies in identifying insights and making them actionable for decision-making report and data recipients.

Course-Level Outcomes

Upon completion of this course, you should be able to:
- Identify key performance indicators, select the accompanying metrics, and understand influencing data impacts

- Work with trends to identify patterns versus standard fluctuations
- Develop baselines and projections
- Utilize combination data sets for more robust outputs (e.g. segments, filters, dimensions, custom views)
- Present data in understandable and consumable formats
- Create actionable insights for business decision making

Time Requirements

Plan for approximately 5-7 hours per week to complete the necessary module components. While online learning courses provide flexibility in time, geography, and travel, the work required for successful completion is identical to that for the face-to-face course.

Course Flow

Our week runs from Wednesday morning to Tuesday night. Please see the Assignments and Submissions area below for deadline information. Here's a quick look at weeks and topics:

Week 1	Key Performance Indicators, Contextual Metrics, and Data Mapping
Week 2	Evaluating Data for Patterns and Anomalies
Week 3	Baselines, Benchmarks, and Forecasting
Week 4	Data Presentation, Creating Actionable Insights

Readings / Handouts / Supplemental Materials

Separate required readings will be used in this course. All readings, handouts, and any other materials will be posted on the course's site.

Additionally, this course will make use of Google's Demo Analytics account. Further details on that account can be found here: https://analytics.google.com/analytics/web/demoAccount

Module Components

Each weekly module will consist of the following components:
- Narrated slide presentations
- Supplemental readings

- Discussion posts
- Discussion responsive posts
- Assignment
- Quiz

There will be a final project, occurring in Module 4. This will be a culmination of the previous module assignments, including those objectives learned in Module 4, presented as a complete project.

Assignments and Submissions

Here's a quick outline of what will be due each week:

By Sunday end of day
- Discussion: initial post due

By Tuesday end of day
- Discussion: responsive posts due
- Assignment due
- Quiz due

Grading

This is a non-credit, certificate-based course. At its conclusion, all students who earn a 70% or greater, based on the criteria below, will receive a certificate of completion.

Successful completion of this course will be determined by the following factors:

Assignment Category	Grade Weight
Quizzes	20%
Discussions	10%
Assignments	40%
Final Project	30%
Total	100%

Quizzes

There will be one quiz per week, designed to help you determine whether you have grasped that week's content. Quizzes can be retaken as many times as you'd like to within the week they're assigned, but are due on Tuesdays by midnight.

Assignments

Each week, you'll be given instructions to complete an assignment that utilizes concepts you've covered in the presentations and readings. Assignments are due on Tuesdays by midnight.

Discussion Boards

The discussion forums will be an important part of your learning experience. Most students find that participating in discussions helps not only with understanding the course content, but also increases the depth of learning and their ability to think critically. Here are some recommendations for posting on discussion boards:

- Keep your post focused on the topic, relating any class readings and materials from the current module in your post (as applicable).
- Proofread and review your response before hitting the Submit button.
- Participate regularly. Improve your learning by being an active and engaged student. Successful students follow and participate in the assigned discussions throughout the module, logging on at least three times per week while reading and participating in forums as assigned in the module.
- Post your original thoughts by Sunday to help develop discussion before the end of the week.
- If you are unable to fully participate in a week, please contact your support instructor with any challenges or questions.

Each Discussion Board (DB) assignment will be worth 10 points and will be graded using the following rubric:

	Mastery	Adept	Competent	Needs Improvement
Content of original post 60%	100% responds to the assignment in depth, provides insight and application of the week's materials	66% responds to the assignment and provides examples of insight or application	33% responds to the assignment with little expansion, insight, or application	0% No Posts
Content of additional posts 20%	100% includes questions, offers critique, and fosters collaboration	66% offers constructive feedback but may not grow the conversation	33%) are not substantive	0% No Posts
Quantity 20%	100% at least three posts within the timeframe (original plus 2 responses)	66% at least two posts within the timeframe (original plus 1 response)	33% at least one post within the timeframe (original)	0% No Posts

Final Project

During week 4, you will complete a final project, which will be due on the final Tuesday of the course. Full instructions will appear in the Module 4 folder once it opens.

Student Learning Accommodations: In keeping with University policy, any student with a documented disability interested in utilizing accommodations should contact ACCESS, the office of Disability Services on campus. ACCESS works with students and faculty in an interactive process to explore reasonable and appropriate accommodations via an accommodation letter to faculty with approved accommodations as early as possible each semester. All students are strongly encouraged to meet with their faculty to discuss the accommodations they plan to use in each course.

Contact ACCESS: A170 Living/Learning Center; 802-656-7753; access@uvm.edu; www.uvm.edu/access

UVM's policy on disability certification and student support: www.uvm.edu/~uvmppg/ppg/student/disability.pdf

Religious Holidays: Students have the right to practice the religion of their choice. If you need to miss class to observe a religious holiday, please submit the dates of your absence to me in writing by the end of the second full week of classes. You will be permitted to make up work within a mutually agreed-upon time.

Academic Integrity: The policy addresses plagiarism, fabrication, collusion, and cheating. http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf

Grade Appeals: If you would like to contest a grade, please follow the procedures outlined in this policy: http://www.uvm.edu/~uvmppg/ppg/student/gradeappeals.pdf

Grading: For information on grading and GPA calculation, go to www.uvm.edu/academics/catalogue and click on Policies for an A-Z listing.

Code of Student Rights and Responsibilities:
www.uvm.edu/~uvmppg/ppg/student/studentcode.pdf

FERPA Rights Disclosure: The purpose of this policy is to communicate the rights of students regarding access to, and privacy of their student educational records as provided for in the Family Educational Rights and Privacy Act (FERPA) of 1974. http://www.uvm.edu/~uvmppg/ppg/student/ferpa.pdf