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B.COM HONOURS	SEMESTER 2	CALICUT UNIVERSITY	COURSE CODE: COM2MN109

DATA ANALYTICS FOR BUSINESS

EXAM REVISION NOTES

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MODULE I

INTRODUCTION TO DATA ANALYTICS

Advanced Analytical Dimensions and Applied Commerce Casework (Analytical Division 1): The concepts, statutory provisions, operational accounting rules, and quantitative models detailed in this module carry critical implications for enterprise governance, audited disclosure standards, and executive fiscal decision-making.

Empirical Casework: Forensic Analysis, Audit Trail Verification, and Internal Controls: Empirical accounting investigations across modern industrial enterprises illustrate that financial distortion, fraud, and misstatement rarely occur as isolated incidents; rather, they stem from structural vulnerabilities within accounting workflows, segregation-of-duties lapses, or inadequate internal audit scrutiny.

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MODULE II

DATA COLLECTION AND PREPARATION

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MODULE III

TYPES OF ANALYTICS

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MODULE IV

DATA ANALYTICS PROCESS

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