



EXperimental
Learning

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Big Data and Social Analytics certificate course

MODULE 5 UNIT 1
Bandicoot and machine learning

© 2016 MIT / getsmarter All Rights Reserved (not authorized for commercial use)



SA+P

Massachusetts Institute of Technology | School of Architecture + Planning

IN COLLABORATION WITH **getsmarter**

MIT BDA Module 5 Unit 1 Video Resource

Learning outcomes:

LO3: Apply data visualization techniques and tools, such as Bandicoot.

LO4: Use Bandicoot to interrogate and visualize a data set.

In Video 2, Yves-Alexandre de Montjoye introduces the Bandicoot toolbox and, in doing so, explains what it does. This explanation includes how to load data into Bandicoot, as well as how to get your own data.



Video 2: Yves-Alexandre de Montjoye – An introduction to Bandicoot.
(To download the video, [click here.](#))

In Video 3, de Montjoye builds on his introduction in Video 2 and discusses how to predict individual characteristics using Bandicoot and machine learning.



Video 3: Yves-Alexandre de Montjoye – Predict individual characteristics using machine learning.
(To download the video, [click here](#).)

In Video 4, Yves-Alexandre de Montjoye uses a real-world example of how machine learning outperforms marketers' gut-feeling to illustrate how Bandicoot behavioral indicators can be used to increase the effectiveness of personalized marketing.



Video 4: Yves-Alexandre de Montjoye – Using Bandicoot for effective marketing.
(To download the video, [click here](#).)



For a more detailed understanding of the example covered in Video 4, read this **additional** [paper](#) titled “Big Data-Driven Marketing: How machine learning outperforms marketers’ gut-feeling”, and look at this **additional** [infographic](#), which provides a good summary of the paper.

Note:

The **additional** content covered in these resources is for enrichment purposes only, and will not be formally assessed in this module.

You are now ready to apply your knowledge

Now that you’ve engaged with Videos 2, 3, and 4 in this resource, you are ready to apply your newly gained knowledge by completing the corresponding activity in the Apply unit. You can access this activity by navigating back to your module learning path, or click to access it directly from here:

5.4 Assessment Quiz: Bandicoot, machine learning, and personalized marketing