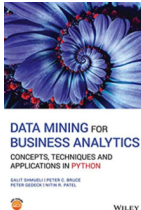


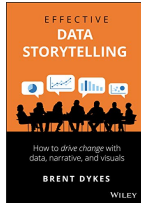
Module 4 Resources

Required Readings



Shmueli, G., Bruce, P. C., Gedeck, P., & Patel, N. R. (2020). *Data mining for business analytics: Concepts, techniques and applications in Python*. Wiley.

- Review Chapter 9
- Review Chapter 10
- Chapter 12
- Chapter 13






Dykes, B. (2019). *Effective data storytelling: How to drive change with data, narrative, and visuals*. Wiley.



- Chapter 5






- Read the [COVID-19 Patient Health Prediction Using Boosted Random Forest Algorithm](https://sandiego.instructure.com/courses/13937/files/1936428?wrap=1) (<https://sandiego.instructure.com/courses/13937/files/1936428?wrap=1>) article.

Required Media

- Watch the following lectures by Dr. Shmueli at NTHU:
 - [BADM 11 Ensembles](https://www.youtube.com/watch?v=AuehACsdTAQ)  (<https://www.youtube.com/watch?v=AuehACsdTAQ>) (10:33) Closed captioning on site.
 - [Discriminant Analysis \(Part 1\)](https://www.youtube.com/watch?v=BnMaYR4v-Hk)  (<https://www.youtube.com/watch?v=BnMaYR4v-Hk>) (20:59) Closed captioning on site.
 - [Discriminant Analysis: Statistical Distance \(Part 2\)](https://www.youtube.com/watch?v=8gKmfQpO8nk)  (<https://www.youtube.com/watch?v=8gKmfQpO8nk>) (16:12) Closed captioning on site.

Recommended Media

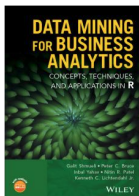
- Watch the [LDA \(Linear Discriminant Analysis\) in Python](https://www.youtube.com/watch?v=9IDXYHhAfGA)  (<https://www.youtube.com/watch?v=9IDXYHhAfGA>) video. (22:12) Closed captioning on site.
- Watch the [Scikit Learn Ensemble Learning, Bootstrap Aggregating \(Bagging\), and Boosting](https://www.youtube.com/watch?v=X3Wbfb4M33w)  (<https://www.youtube.com/watch?v=X3Wbfb4M33w>) video. (07:28) Closed captioning on site.

- Watch the [What is the Difference Between Bagging and Boosting Methods in Ensemble Learning?](https://www.youtube.com/watch?v=UeYG64Hm7Es)  (https://www.youtube.com/watch?v=UeYG64Hm7Es) video. (04:04) Closed captioning on site.
- Watch the [A/B Testing Intro: Why, What, Where, and How to A/B Test](https://www.youtube.com/watch?v=CH89jd4haRE)  (https://www.youtube.com/watch?v=CH89jd4haRE) video. (13:52) Closed captioning on site.
- Watch the [A/B Testing Real-life Example: A Step by Step Walkthrough](https://www.youtube.com/watch?v=VuKIN9S8lvs)  (https://www.youtube.com/watch?v=VuKIN9S8lvs) video. (13:38) Closed captioning on site.
- Watch the [Stanford Seminar: Peeking at A/B Tests - Why It Matters and What to Do About It](https://www.youtube.com/watch?v=AjX4W3MwKzU)  (https://www.youtube.com/watch?v=AjX4W3MwKzU) video. (01:01:33) Transcript available upon request.
- Watch the [Why Start Using Uplift Models for More Efficient Marketing Campaigns in Uber](https://www.youtube.com/watch?v=2J9j7peWQgI)  (https://www.youtube.com/watch?v=2J9j7peWQgI) video. (31:34) Closed captioning on site.

Supplemental R Programming Resources

The authors and publisher of the *Data Mining for Business Analytics* textbook offer content using R programming. The list of recommended readings, resources, and media is provided for students who are interested in accumulating knowledge in R.

- Watch the [Discriminant Analysis in R](https://www.youtube.com/watch?v=r-AQxb1_BKA)  (https://www.youtube.com/watch?v=r-AQxb1_BKA) video. (09:35) Closed captioning on site.
- Watch the [Decision Tree, Random Forest, Bagging, and Boosting in R](https://www.youtube.com/watch?v=aBYC_n7DNql)  (https://www.youtube.com/watch?v=aBYC_n7DNql) video. (15:58) Closed captioning on site.



Shmueli, G., Bruce, P. C., Yahav, I., Patel, N. R., & Lichtendahl Jr., K. C. (2018). *Data mining for business analytics: Concepts, techniques, and applications in R*. Wiley.

- Review Chapter 9
- Review Chapter 10
- Chapter 12
- Chapter 13