Data Science Projects For Business

Part 0: Introduction

Presented by **Morgan Gautherot**

Who am I ?

Lille Big Data and Machine Learning Meetup

(363)

Lille, France

2 566 membres · Groupe public

AI for you - Morgan Gautherot

@AIforyouMorganGautherot · 7,54 k abonnés · 174 vidéos

A travers cette chaîne YouTube, je mets à disposition du contenu de qualité. ...plus

fr.tipeee.com/aiforyou et 2 autres liens

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Course Objectives

- Apply advanced data science modeling methods to real-life examples in banking, industry, marketing, advertisement, etc.
- Develop advanced skills in interpreting the coefficients of variables in the model and relating them to the business problem.
- Learn how to evaluate and compare the performance of machine learning models using appropriate performance measures.
- Conduct a project to develop a machine learning model from large raw data, applying all the steps and techniques learned throughout the course.
- Familiarize students with the sequential procedures for model development in data science projects, such as feature engineering, addressing overfitting and underfitting, variable selection, etc., to enhance model performance and interpretability.

Learning outcomes

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- LO1: Advanced machine learning modeling
- LO2: Machine learning model evaluation

More specifically, participants should be able to (skill- and competency-based outcomes):

- LO3: How to choose a machine learning model adapted to the problem
- LO4: How to spot and solve overfitting and underfitting problems
- LO5: Design strategy under uncertainty
- LO6: Adopt a systems thinking approach

Assessments methods

- 50% two MCQ
- 50% Project in group