

UC San Diego Extension
Advanced Web Analytics:
Harnessing the Predictive Power
Winter 2016

Homework#1

Date Given: Feb 1, 2016

Due Date: Feb 7, 2016

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1. What is Predictive Analytics (PA) and what are benefits of PA?
2. What is the difference between Supervised and Unsupervised learning techniques?
3. Supervised learning has 2 goals – classification and estimation. What is the difference between these 2 types of goals?
4. Enumerate a few popular algorithms used for Data Mining/Predictive Analytics.
5. What is the CRISP-DM Model? Describe all the 6 steps of CRISP-DM Model.
6. Describe the Predictive Analytics model development and deployment method.
7. Describe the data problems that could be expected when carrying out a predictive analytics project.
8. What is web analytics and why we should use it?
9. Define a few Google Analytics generated metrics you have used before in any projects.