STOR 320-002
Introduction to Data Science
Spring 2022

Course Description

This course is an application-driven introduction to data science. Statistical and computational tools are valued throughout the modern workplace from Silicon Valley startups, to marine biology labs, to Wall Street firms. These tools require technical skills such as programming and statistics. They also require professional skills such as communication, teamwork, problem solving, and critical thinking.

You will learn these tools and hone these skills through hands-on experience working with datasets provided in class and downloaded from certain public websites. During the first part of the semester, we will focus on R programming skills and data visualization. Later topics will include: exploratory data analysis, web scraping, data wrangling, modeling, and effective communication of results.

Plan to come to every class with your computer and ready to work with others. Using resources around you is a key component of successful data analysis. This includes the internet and people.

Course Goals and Learning Objectives

This course will enable you to:

- Establish proficiency in the statistical programming language R making the student immediately competitive in the data science job market.
- Acquire both structured and unstructured data for the purpose of gathering insight on well-crafted research hypotheses.
- Clean, transform, and merge datasets.
- Summarize data using professionally developed tables and various visualizations.
- Model relationships between variables using a variety of techniques, including linear regression, nonlinear regression, logistic regression, and various machine learning techniques.
- Evaluate and compare predictive accuracy from competing modeling methods using cross-validation.
- Honestly interpret results from predictive analytics using creative visualizations and tables.
- Effectively communicate insights both verbally and in writing to a non-technical audience.
- Share data science ideas with a worldwide audience using HTML web pages and dynamic web applications using RMarkdown and RShiny.

As part of the General Education curriculum, this course will satisfy the following focus capacities:

Quantitative Reasoning

Students learn to comprehend and apply mathematical concepts in authentic contexts, developing tools for reasoning with data, logic, and quantitative methods.

Empirical Investigation Lab

One Focus Capacity course must include or be associated with a one-credit Empirical Investigation Lab. In such labs, students participate in measurement, data collection and analysis, and hypothesis testing connected to the course content. An Empirical Investigation Lab is not usually a separate class; ordinarily it is a fourth credit attached to another Focus Capacity class.

1. Take empirical measurements using appropriate apparatus.
2. Generate and test hypotheses.
3. Gather, store, and organize data.
4. Analyze and report on data and hypothesis testing.

Course Details

Number	STOR 320.002
Title	Introduction to Data Science
Credit hours	4
Course Format	The course format will include two in-person lectures per week. Lectures will be supplemented with in-class programming and practical discussion. Students will also be required to register for a weekly lab with required attendance.
Prerequisites	STOR 120 or STOR 155 or Exemption
Target Audience	1st or 2nd year undergraduates seeking a quantitative reasoning (QR) course with a required experimental investigation lab (EIL) and interested in learning about the process of data science including data acquisition, data visualization, data analysis, and technical communication.
Instructor	Dr. Mario Giacomazzo Office: Hanes 136 Phone: 480-489-1398 (Cell) Email: mgiacoma@email.unc.edu Office Hours: M, 8AM – 2PM
Lab Instructors	Zichao Li (320.404 & 320.405 & 320.406) Email: lizichao@live.unc.edu Office Hours: F, 2PM – 4PM Henry Flury (320.407) Email: fluryh@unc.edu Office Hours: Th, 1PM – 2PM
Course Website	https://supermariogiacomazzo.github.io/STOR320_WEBSITE/
Class Days, Times, Location	TTh, 3:30PM – 4:45PM, Gardner 105
Lab Days, Times, Location	320.404: W, 4:40PM – 5:30PM, Hanes Hall 112 320.405: F, 4:40PM – 5:30PM, Dey Hall 203 320.406: F, 5:45PM – 6:35PM, Dey Hall 203 320.407: W, 2:30PM – 3:20PM, Peabody 2066
Zoom Links	Dr. Mario Office Hours Zichao Office Hours (Passcode: stor 320) Henry Office Hours
Course Texts	*R for Data Science*, Hadley Wickham. Legally free online, but can be purchased for less than $40 on Amazon.

Course Assessments

Assignments	Percentages
Labs	25%
Homework	15%
Analyses	28%
Final Project	30%
Group Involvement	2%

Grading Scale

Your final grade is based on a weighted average according to the previously addressed breakdown. Curving on individual/group assessments should not be expected. A curve may be applied to the final grades depending upon the class average. Conversion to a letter grade will be based on the table below:

A	93 to 100	B	83 to 86.99	C	73 to 76.99	D	60 to 66.99
A-	90 to 92.99	B-	80 to 82.99	C-	70 to 72.99	F	0 to 59.99
B+	87 to 89.99	C+	77 to 79.99	D+	67 to 69.99		

Assignment Descriptions

Labs:

Attendance to all labs is mandatory. Every week, your lab instructor will take attendance. If you are there for the entire class, you will receive 10 points. During this period, students are required to complete a lab assignment. Each lab assignment will be based on the topics discussed in lecture or related to your final project. Students are responsible to turn in their own labs but are encouraged to work in teams and help each other. These assignments are to be completed using RMarkdown and submitted as an HTML file on Sakai by 2:30PM on the next Wednesday. A lab instructor will be provided to help students in the completion of the lab and to facilitate group work. Every lab is worth 20 points and no late lab assignments will be accepted. Each week you can earn 30 points in lab. You will need to get a university excused absence to prevent a loss of points in these weekly labs if you miss class.

Homework:

Homework will be based on problems from the course textbook, *R for Data Science*. Each homework assignment will be worth 20 points. These assignments are to be completed using RMarkdown and submitted as an HTML file on Sakai. Expect homework assignments to be due at 5PM on Fridays. If you submit your homework late, expect a 25% deduction for less than 1 day late, 50% deduction between 1 and 2 days late, 75% deduction between 2 and 3 days late, and 100% deduction more than 3 days late. All late assignments must be emailed to mgiacoma@email.unc.edu and the time stamp of the email will determine the deduction.

Analyses:

Analyses are constructed using customized problems from real life data sets. These analyses allow you to practice the techniques learned from lab assignments. Each analysis will be worth 40 points. These analyses are to be completed using RMarkdown and submitted as an HTML file on Sakai. Expect analyses to be due at 5PM. If you submit your analyses late, expect a 25% deduction for less than 1 day late, 50%

deduction between 1 and 2 days late, 75% deduction between 2 and 3 days late, and 100% deduction more than 3 days late. All late assignments must be emailed to mgiacoma@email.unc.edu and the time stamp of the email will determine the deduction.

Final project:
The final project is done in groups of 4-5 students and worth a total of 100 points. There will be 4 parts of varying point values submitted throughout the semester. The first part, the Project Proposal, is worth 10 points and will be due sometime in the beginning of the semester after groups have been designated. The second part, the Exploratory Data Analysis, is worth 20 points and will be due approximately in the middle of the semester after the Project Proposal has been completed. The third part, the Final Paper, is worth 40 points and must be submitted on Sakai by 11:59PM on Tuesday, April 26. The fourth part, the Final Presentation, is worth 30 points and will take place during our designated final exam time according to the university calendar. For our class, this is 4:00PM to 7:00PM on Saturday, April 30. Slides must be submitted by 7PM on April 30 to Sakai.

Group Involvement:
Since the final project is a group project that is worth a tremendous amount of points, it is very important that each group member fulfills their obligation to their group. Four times during the semester, there will be a survey sent out to the class, where you will score your group members on a scale from 0 (Terrible) to 5 (Excellent).

Course Policies and Resources

COVID-19	Each of us has a responsibility to know and act on these standards and policies in a way that maximizes a safe and healthy environment for us to teach, work, learn and live. To this end, we are developing a set of community standards and policies for our students, faculty, staff and visitors. We are all in this together, and we believe that together, we can face the challenges presented by COVID-19 with resilience, determination and great support for our community. See https://carolinatogether.unc.edu/community-standards-3-2/ for a list of guidelines that we all need to follow to reduce the spread of COVID-19. • Understand How COVID-19 Spreads • Wash Your Hands Often • Practice Physical Distancing • Wear a Face Mask • Maintain Clean, Safe Spaces • Engage in Smaller Group and Virtual Settings • Follow Immunization Recommendations • Protect the community • Provide Medical Return Clearance

	See the Carolina Together Roadmap at https://carolinatogether.unc.edu/ for more information on the University's plans regarding COVID-19. This website is continuously updated and should be checked weekly.
Community Standards	This springl semester, while we are in the midst of a global pandemic, all enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community — your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. An exemption to the mask wearing community standard will not typically be considered to be a reasonable accommodation. Individuals with a disability or health condition that prevents them from safely wearing a face mask must seek alternative accommodations through the Accessibility Resources and Service. For additional information, see Carolina Together.
Etiquette for Zoom	These are my five expectations of you regarding Zoom. • Have your camera turned on. • Mute your microphone unless answering or asking a question. • Communicate by unmuting yourself or using the chat feature. • Be mindful of background noise when not muted. • Limit your distractions and avoid multi-tasking.
Accessibility Resources	UNC-Chapel Hill facilitates the implementation of reasonable accommodations for students with learning disabilities, physical disabilities, mental health struggles, chronic medical conditions, temporary disability, or pregnancy complications, all of which can impair student success. See the ARS website for contact and registration information: https://ars.unc.edu/about-ars/contact-us
Attendance Policy	No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences: 1. Authorized University activities 2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC) Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).
University Testing Center	The College of Arts and Sciences provides a secure, proctored environment in which exams can be taken. The center works with instructors to proctor exams for their undergraduate students who are not registered with ARS and who do not need testing accommodations as provided by ARS. In other words, the Center provides a proctored testing environment for students who are unable to take an exam at the

	normally scheduled time (with pre-arrangement by your instructor). For more information, visit http://testingcenter.web.unc.edu/.
Counseling and Psychological Services	CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.
Title IX	Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – Adrienne.allison@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.
Honor Code Statement	Students are bound by the Honor Code in taking exams and in written work. The Honor Code of the University is in effect at all times, and the submission of work signifies understanding and acceptance of those requirements. Plagiarism will not be tolerated. Please consult with me if you have any questions about the Honor Code.
Technology Use	Students are required to bring their computer to every class and lab with a working copy of R and RStudio. Directions for free downloads of this software will be provided. The professor or lab assistant will occasionally request computers to be closed for dynamic discussion and guest speakers.
Legal	Dr. Mario reserves the right to make changes to the syllabus, including all due dates. These changes will be announced as early as possible so that students can adjust their schedules.