

Business Analytics minor



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Lecturers

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Course material

https://projektwerk.ucll.be/projects/ba_minor

A checked out version of the files in the repository is also available on the R: networkdrive under courseinfo (Management en Technologie)

Alphacopy (Course and Slides)

Optionale reading material:

- Business Intelligence: A Managerial Perspective on Analytics, by Ramesh Sharda, Dursun Delen and Efraim Turban
- Business Intelligence en datawarehousing, by Karien Verhagen
- The data science manual, by Steven S. Skiena

Workload Minor (DM)...

3 SP

24 CH

$$75/90 - 24 - 2 \\ = 49/64 \text{ extra}$$



Assessment

Exam
20/20

- Yearwork
(open book or not:
see wiki)

https://projektwerk.ucll.be/projects/ba_minor/wiki/Evaluatie

Business Intelligence:

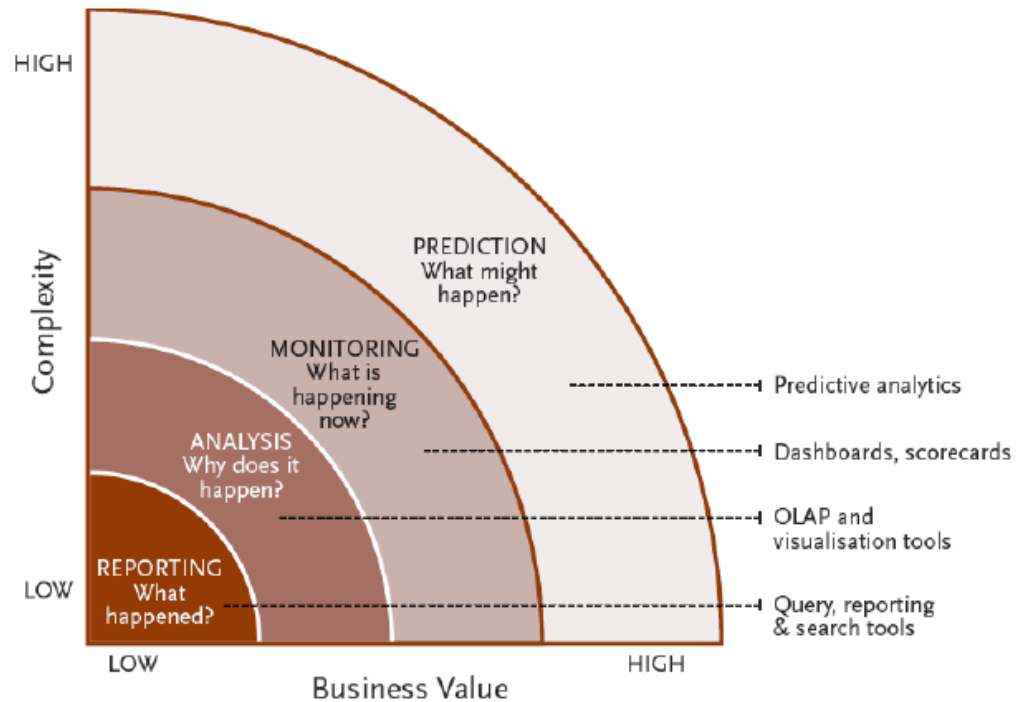


"Looks like you've got all the data – what's the holdup?"
Tijd voor een micropauze

Business Intelligence:

***“The significant problems we
face cannot be solved by the
same
level of thinking that created
them.”
Albert Einstein***

Business Intelligence:



Analytics, Intelligence, Mining, KDD, .. magic

- Selling buzz words and content
 - What do you want to achieve?
- History



Overview OPO

Introduction

Exploration

Datamining

..

References

- BA 01 EN – 1 – overview OPO.pptx, G. Barrezeele, 2014-2015

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