Advanced Data Analytics

BUS 212A 2: Spring 2023

Thursday 3:55 pm – 5:15 pm

Instructor: Yeabin Moon ([yeabinmoon@brandeis.edu](mailto:yeabinmoon@brandeis.edu))

Subject to Change (January 2, 2023)

**Office Hours:** After class in my office (*Sachar International Center 209B*), or by appointment online [link](https://calendly.com/ymoon-econ/15min_moon)

**Course Description**

In this course, you will learn how to use Python to perform advanced data analysis and machine-learning tasks. We will introduce you to the Python programming language and the key libraries used in data analysis, such as NumPy and pandas. You will learn how to manipulate and visualize data using these libraries and how to use statistical techniques to extract insights from your data. Next, you will delve into the business oriented machine learning applications. You will learn about different machine learning algorithms, including supervised and unsupervised methods, and how to use them to make predictions and solve real-world problems.

You will work on hands-on projects throughout the course to apply your skills and gain practical experience. By the end of the course, you will have a strong foundation in data analytics and machine learning and be able to use Python to analyze and model data confidently.

**Learning Goals**

By the end of this course, you will be able to:

* Understand how data analytics and machine learning can be applied in business settings to make informed decisions and solve real-world problems.
* Use Python to perform advanced data analysis and machine learning tasks to extract insights from data and make predictions.
* Communicate your findings and results effectively to stakeholders and colleagues, using data visualization and other tools.
* Work on hands-on projects to gain practical experience applying data analytics and machine learning techniques to business scenarios.
* Have a strong foundation in data analytics and machine learning, and be able to continue learning and growing in these fields to stay up-to-date with the latest business trends and technologies.

**Main Reference**

We will use ***Introduction to Machine Learning with Python*** by Andreas C. Müller and Sarah Guido (O’Reilly, 2016) as a main reference. There is a partial list of useful books that will be touched during the course.

* Aurélien Géron, *Hands-On Machine Learning with Scikit-Learn, Keras, and TensorFlow*
* Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, An Introduction to Statistical Learning with Applications in R

You have an **online access** for all the references listed above through Brandeis Library.

**Prerequisites**

* Competency in Python
* College level Calculus, Linear Algebra, Probability, and Statistics

**Class Participation**

There is no such thing as a stupid question. Dialogue is not only strongly encouraged, it is critical to your understanding of the material. Vocalizing your questions often helps you solidify what you do and do not understand. It also provides me important feedback on the areas in which we need to spend more time. During lectures, I will encourage questions, and I will solicit input. If I call on you, please relax, I am NOT trying to intimidate you or embarrass you in any way. I am trying to encourage active listening and keep you engaged in the course. This will greatly assist you in learning the material. If you do not know the answer, I will move on to another student. Hence, attendance is *mandatory* for this class.

**Course Requirements**

First, there are three biweekly assignments that will promote both your theoretical understanding and practical skills. All assignments contain both written parts and programming parts. Second, there are weekly in-class quizzes except for the first two weeks. The readings are mandatory for the courses, and each quiz will test the least comprehension of the reading materials. Finally, there will be one final exam. The exam will be an open book / open notes / open internet. The date and room will be announced.

The grade consists of

1. Three assignments: 45 %
2. Five in-class quizzes: 15 %
3. Final exam: 30 %
4. Participation / Attendance: 10 %

**Course Plan**

The class covers the major applications of neural network in NLP. We will mainly examine the practical use cases and delve into theories where necessary. Each week will be dedicated to one concept. However, some additional concepts would be introduced due to the compact module-class structure. The following outline provides a high-level overview of the course. The mandatory readings are indicated by \*, and you must be prepared before the class meeting.

1. **Introduction (Week 1: March 16)**
2. The foundations of the effective modern methods for ML applied to NLP

* Chapter 1 \*
* Chapter 1, REF2 \*
* Turing, Alan M. “*Computing machinery and intelligence.*” Parsing the turing test. Springer, Dordrecht, 2009. 23-65.
* Olah, Christopher. “[*Understanding LSTM Networks.”.*](https://colah.github.io/posts/2015-08-Understanding-LSTMs/index.html) August 27, 2015

1. **Python and Math Reviews (Week 2: March 23)**
2. Object Oriented Programming
3. PyTorch Basics

* Tensors
* TF-IDF representation using scikit-learn

1. Introduction to Computational Graphs

* Perceptron

1. Loss function
2. **Language structure (Week 3: March 30)**
3. Word Vectors
   * Mikolov et al. “[*Efficient Estimation of Word Representations in Vector Space*](https://arxiv.org/pdf/1301.3781.pdf)” \*
   * Vector space models, Chapter 3 (REF2) \*
4. Use of linguistic data: text corpora and lexical resources
5. Chapter 2 \*
6. Chomsky hierarchy: <https://people.cs.umass.edu/~mccallum/courses/inlp2007/lect2-regex.ppt.pdf>
7. Tagging

* Chapter 5 (REF1) \*

**Spring break**

1. **Introduction to Neural Networks (Week 4: April 13)**

* Chapter 3 \*
* Basic Search and Learning model
* Introduction to convergence algorithm
* Supervised gradient-based learning in PyTorch

1. **Multilayer problem and examples (Week 5: April 20)**
2. XOR problem
3. Introduction to multilayer perceptron

* Example: Surname classifier model

1. Deep Learning for Text Classification
   * Chapter 4 \*
   * Chapter 4 (REF2)
   * Classifying Surnames by Using convolutional neural network in PyTorch
   * Long short-term memory networks revisit
2. **Bag of Words and Embedding (Week 6: April 27)**
3. Introduction to Transfer learning

* Chapter 5 \*
* Encoding and decoding problems

1. Transformer models and Transfer learning in NLP these days
   * Attention Mechanisms
   * Hugging Face Application
2. **Introduction to Recurrent Neural Networks (Week 7: May 2, Brandeis Days)**
3. Sequence Modeling in NLP

* Chapter 6 \*

1. Revisit the Surname classifier model

* Understanding the hidden states

1. Epilogue
   * Review: NLP model pipeline

**Accommodations**

Brandeis seeks to create a learning environment that is welcoming and inclusive of all students, and I want to support you in your learning. Live auto transcription is available for all meetings or classes hosted on Zoom and you can turn it on or off to support your learning. Please [check for Zoom updates](https://brandeis.us19.list-manage.com/track/click?u=c8d654cdbb3d73c8bb1674834&id=5df7ae06a1&e=a840901571)  to take advantage of this new feature. To learn more, visit the [Zoom Live Transcription webpage](https://brandeis.us19.list-manage.com/track/click?u=c8d654cdbb3d73c8bb1674834&id=e27bdb9626&e=a840901571). For questions, contact[help@brandeis.edu](mailto:help@brandeis.edu)

If you think you may require disability accommodations, you will need to work with Student Accessibility Support (SAS) (781-736-3470, [access@brandeis.edu](mailto:access@brandeis.edu)). You can find helpful student FAQs and other resources on the [SAS website](http://brandeis.edu/accessibility.edu), including guidance on how to know whether you might be eligible for support from SAS. If you already have an accommodation letter from SAS, please provide me with a copy as soon as you can so that I can ensure effective implementation of accommodations for this class.

**Academic Integrity**

Every member of the University community is expected to maintain the highest standards of academic integrity. A student shall not submit work that is falsified or is not the result of the student's own effort. Infringement of academic integrity by a student subjects that student to serious penalties, which may include failure on the assignment, failure in the course, suspension from the University or other sanctions.  Please consult [Brandeis University Rights and Responsibilities](https://www.brandeis.edu/student-rights-community-standards/rights-responsibilities/index.html) for all policies and procedures related to academic integrity. Students may be required to submit work via TurnItIn.com or similar software to verify originality. A student who is in doubt regarding standards of academic integrity as they apply to a specific course or assignment should consult the faculty member responsible for that course or assignment before submitting the work. Allegations of alleged academic dishonesty will be forwarded to the Department of Student Rights and Community Standards. Citation and research assistance can be found at [Brandeis Library Guides - Citing Sources](https://guides.library.brandeis.edu/c.php?g=301723).

**Classroom Health and Safety**

* Register for the [Brandeis Emergency Notification System](https://www.brandeis.edu/emergency-prepare/register/index.html). Students who receive an emergency notification while attending class should notify their instructor immediately. In the case of a life-threatening emergency, call 911. As a precaution, review [this active shooter information sheet](https://www.ready.gov/sites/default/files/2020-03/active-shooter_information-sheet.pdf).
* Brandeis provides [this shuttle service](https://www.brandeis.edu/publicsafety/van-shuttle/index.html) for traveling across campus or to downtown Waltham, Cambridge and Boston.
* On the Brandeis campus, all students, faculty, staff and guests are required to observe the university's policies on physical distancing and mask-wearing to support the health and safety of all classroom participants. Review up to date [COVID-related health and safety policies](https://www.brandeis.edu/covid-19/health-safety/index.html) regularly

**Student Support**

Brandeis University is committed to supporting all our students so they can thrive. If you want to learn more about support resources, the [Support at Brandeis](https://www.brandeis.edu/support/undergraduate-students/browse.html) webpage offers a comprehensive list that includes these staff colleagues you can consult, along with other support resources:

* The [Care Team](https://www.brandeis.edu/care/index.html)
* [Academic Services](https://www.brandeis.edu/academic-services/index.html) (undergraduate)
* [Graduate Student Affairs](https://www.brandeis.edu/graduate-student-affairs/)
* Directors of Graduate Studies in each department, School of Arts & Sciences
* Program Administrators for the Heller School and International Business School
* [University Ombuds](https://www.brandeis.edu/ombuds/)
* [Office of Equal Opportunity](https://www.brandeis.edu/equal-opportunity/)