Business Intelligence and Data Analytics (IS 350)

Lecture 1

Introduction to the Course

Dr. Abdalla sayed
2022 - 2023

Course Info.

- **Lectures:** Wednesday (8-10)

- **Instructor:** Dr. Abdalla sayed

Assessment Scheme

- **Mid-Term Exam:** 30%

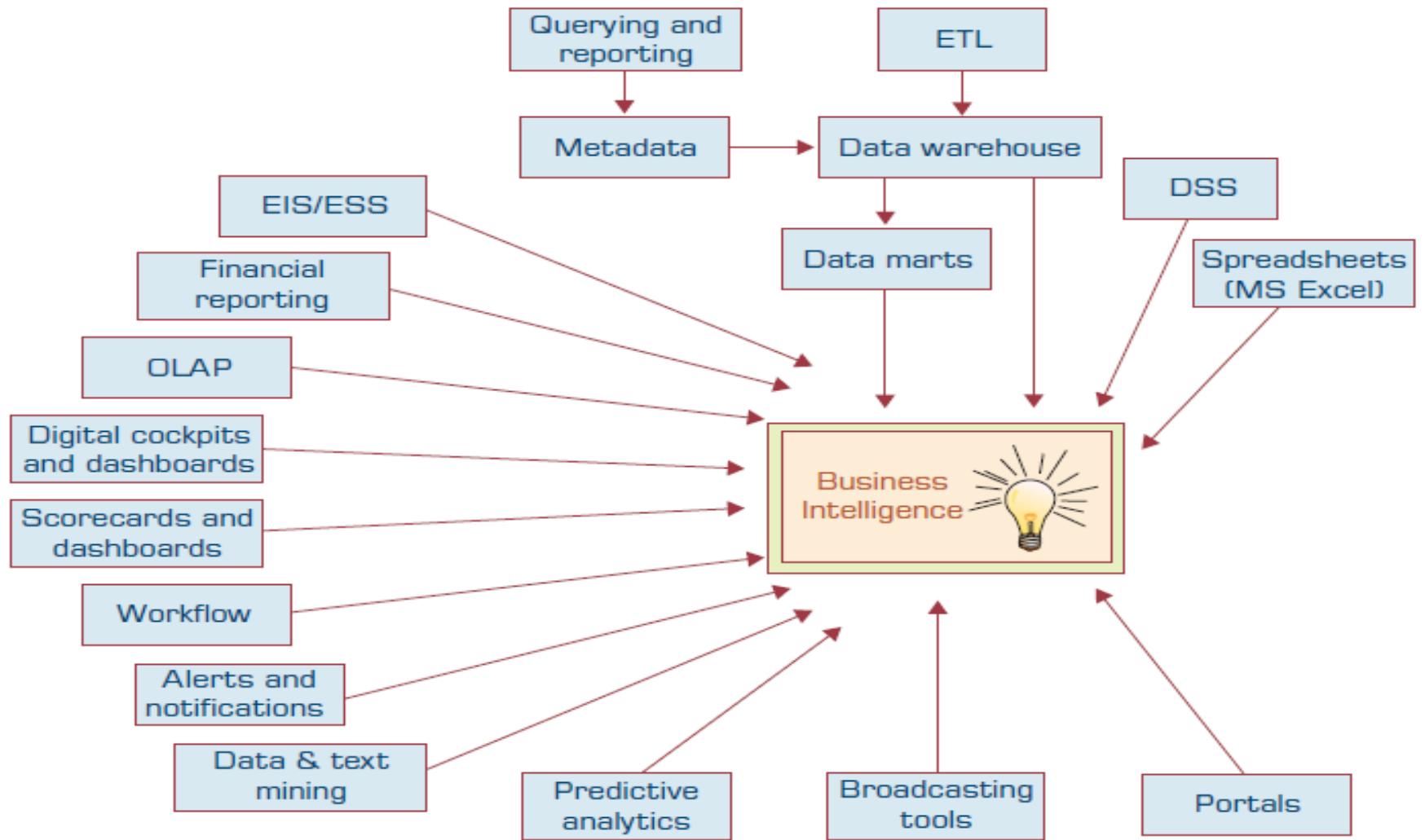- **Section :** 20%

- **Final Exam:** 50%

Ground Rules

Course Syllabus

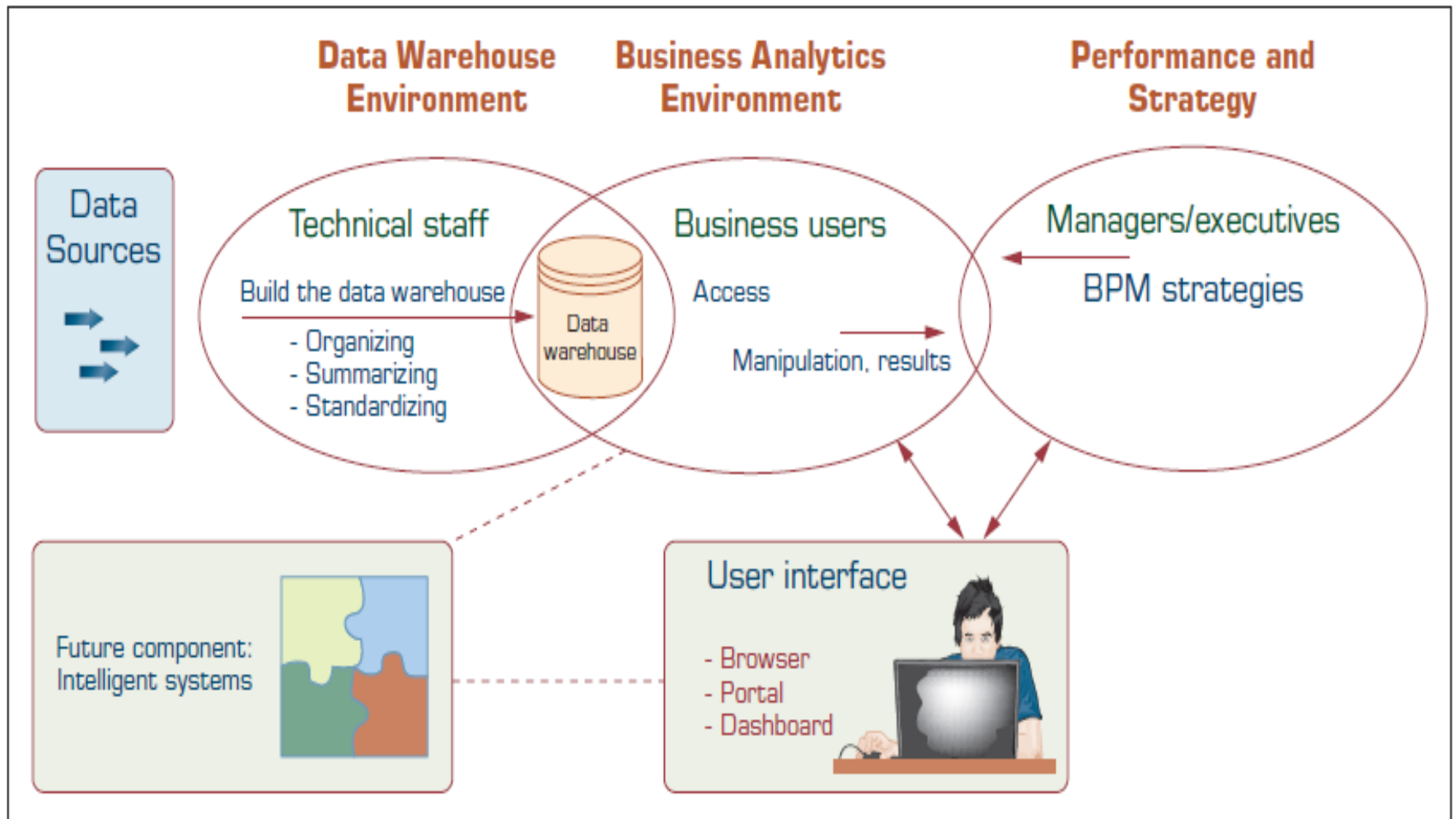| Week	Lecture	Lab
1	Introduction to course	
2	Introduction to business intelligence	ETL (SSIS)
3		
4		
5	Descriptive Analytics : Clustering (k-means)	
6	Predictive Analytics : Classification (naive bayes)	
7	Midterm	
8	Predictive Analytics : Classification (knn)	
9	Predictive Analytics : Classification (decision tree)	Power BI
10	Predictive Analytics : Classification (logistic regression)	
11	Predictive Analytics : Regression	

Text books

1. Sharda, Ramesh, Dursun Delen, and Efraim Turban. ***Business intelligence, analytics, and data science: a managerial perspective***. pearson, **2018**.
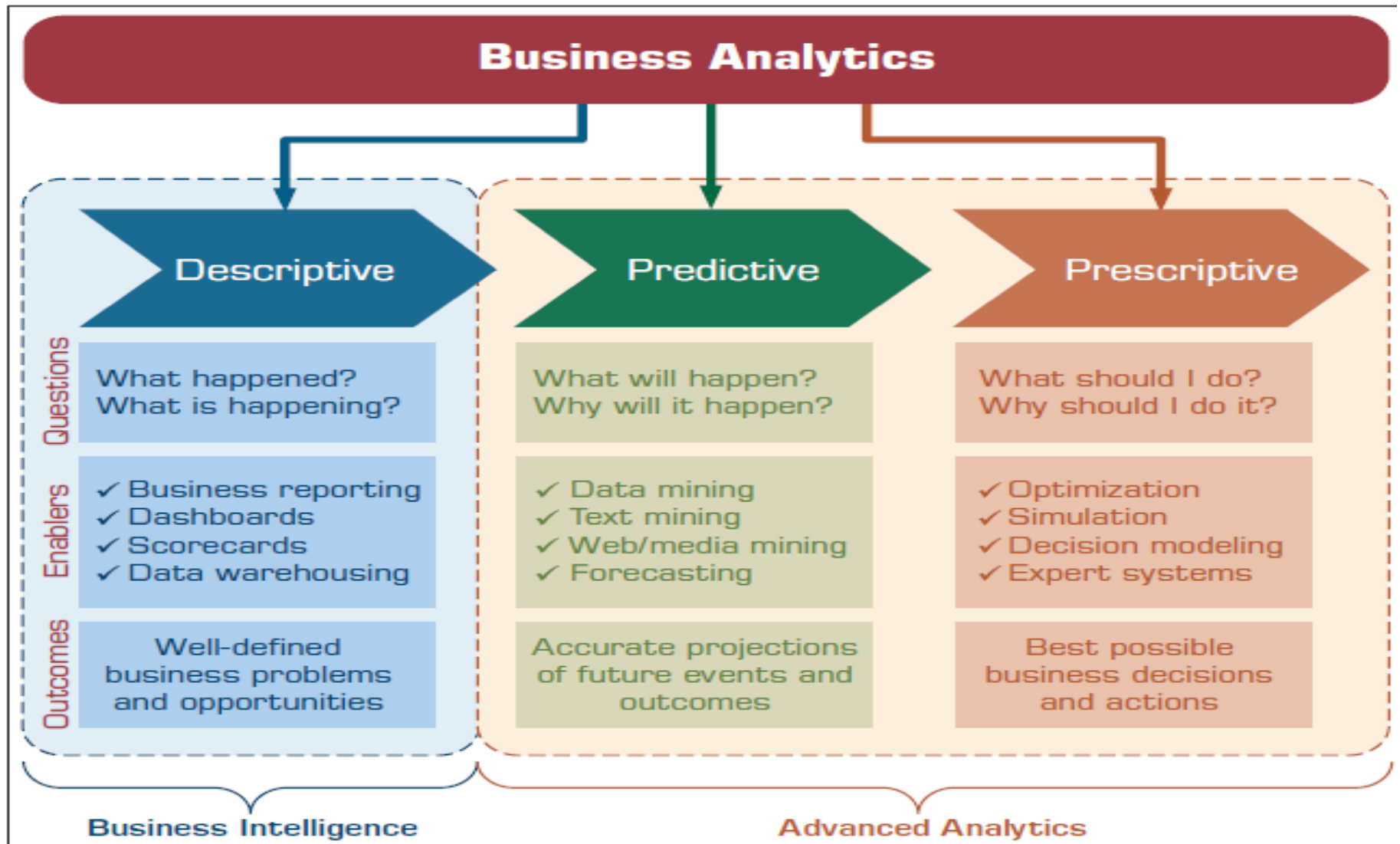
Evolution of BI

High Level Architecture of BI

Relationship between BA, BI , DW

Data warehouse framework