

Data Analytics: UE18CS312

Unit 1: Instructor Notes

Text Book:

1. “Business Analytics, The Science of Data-Driven Decision Making”, U. Dinesh Kumar, Wiley 2017

Chapter 1: page no: 1 - 25

Chapter 2: page no: 31 - 53

Chapter 4: page no: 99 - 108, 113 - 114

Reference Books:

- 1: “Data Mining: Concepts and Techniques” by Jiawei Han, Micheline Kamber and Jian Pei, The Morgan Kaufmann Series in Data Management Systems, 3rd Edition.

Chapter 3: page no: 83 - 120

- 2: “Practical Data Science with R”, Nina Zumel and John Mount, Manning Publications, 2014

Chapter 2: page no: 18 - 34

Chapter 3: page no: 35 - 62

Chapter 4: page no: 64 - 79

R Programming Reference Material

<http://r-statistics.co/R-Tutorial.html>

Case Study Reference Material

<https://www.analyticsvidhya.com/blog/2016/10/complete-study-of-factors-contributing-to-air-pollution/>