BUSINESS ANALYTICS

DR. BRENDA MULLALLY

2017

BUSINESS ANALYTICS

- 2 HOUR LECTURE

- 2 HOUR LAB

- 50/50 CONTINUOUS ASSESSMENT / FINAL EXAM

BUSINESS ANALYTICS

- 12 WEEKS
  - WK 1 : INTRODUCTION TO BA
  - WK 2 – WK 4 : DATA DISCOVERY
  - WK 5 : DATA MINING PROCESS
  - WK 6 – WK 7 : DATA MINING
  - WK 8 – WK 9: DECISION MODELLING
  - WK 10 – WK 11: REGRESSION
  - WK 12 REVISION, EXAM PREP, C.A INTERVIEWS.

BUSINESS ANALYTICS

- CONTINUOUS ASSESSMENT
  - 20% OPEN BOOK IN CLASS TEST, BINARY CLASSIFICATION. (2 LABS COMPLETED IN WEEK 6, TEST IN WEEK 7)
  - 30% DATA PROJECT, WORKING ON A FILE OF INSURANCE DETAILS (CA DETAILS PROVIDED IN WEEK 3, PROJECT SUBMITTED VIA MOODLE IN WEEK 9)

BUSINESS ANALYTICS

- ATTENDANCE ESSENTIAL

- COMPLETION OF LAB WORK

- SUBMISSION OF PROJECT ON TIME

- INDIVIDUAL EFFORT AND OWN WORK

- ASK QUESTIONS????

BUSINESS ANALYTICS

- NUMBER 1 JOB IN AMERICA?

- 4 OUT OF TOP 10 JOBS IN AMERICA?

- TECHREPUBLIC HOTTEST IT JOBS FOR 2017?