

Orga

Agenda

1. Introduction to Analytics

2. Descriptive Analytics

- Data Warehouse Systems
- Online Analytical Processing (OLAP)

3. Predictive Analytics

- Subject of Predictive Analytics
- The Analytics Process
- Data Preparation
- Methods, Algorithms and Applications

4. Big Data

Literature

Part 1:

- Sharda, R., Delen, D., & Turban, E. (2018). Business intelligence, analytics, and data science: a managerial perspective.
- Martínez-Plumed, F., Contreras-Ochando, L., Ferri, C., Hernández-Orallo, J., Kull, M., Lachiche, N., Ramirez-Quintana, M. J. & Flach, P. (2019). CRISP-DM twenty years later: From data mining processes to data science trajectories. IEEE Transactions on Knowledge and Data Engineering, 33(8), 3048-3061.
- Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business intelligence and analytics: From big data to big impact. MIS Quarterly 36(4), 1165-1188.

Part 2:

- Vaisman, A.; Zimányi, E. (2016): Data Warehouse Systems: Design and Implementation (Data-Centric Systems and Applications), Springer.
- Schutt, R.; O'Neil, C. (2014): Doing Data Science, O'Reilly Media.