


AT82.04

Business Intelligence and Analytics



Semester: January 2021

Instructor: Vatcharaporn Esichaikul, vatchara@ait.ac.th

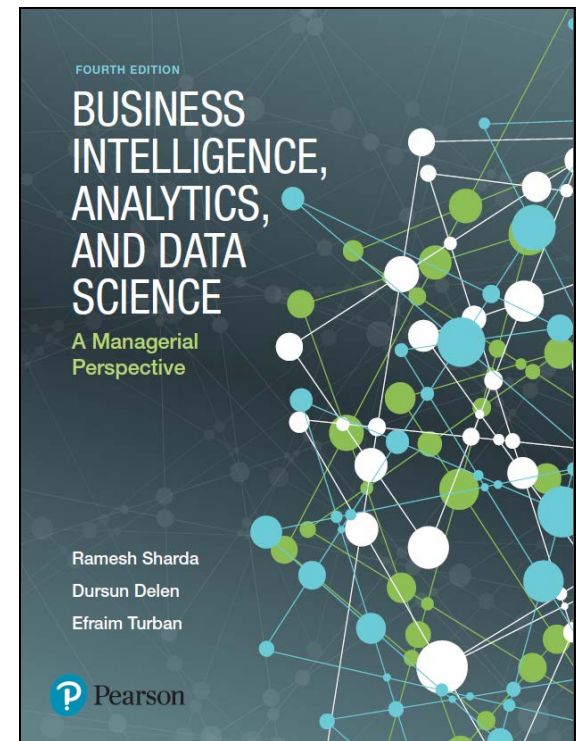
Class Schedule

- ▣ TU 13.00-14.00
- ▣ TH 13.00-15.00

Textbook and Course Outline

- Business Intelligence, Analytics, and Data Science: A Managerial Perspective, by Sharda, Delen, and Turban, Pearson, 4th Ed., 2018.

- Syllabus



Course Materials

- ❑ **moodle.ait.asia**
- ❑ Course AT 82 – DSAI
- ❑ Business Intelligence and Analytics (BI&A)
- ❑ How to access
 - Login using your AIT email account
 - Self-enrolment key, **bia123**

BI&A on Moodle

The screenshot shows a web browser window displaying the Moodle course page for "AT82.04 Business Intelligence and Analytics". The browser's address bar shows the URL: <https://moodle.ait.asia/course/view.php?id=636#section-0>. The page header includes navigation links: "AIT-VLE", "SCHOOLS", "LANGUAGE CENTER", "ANNOUNCEMENT", and "CONTACT US". The user's name, "Dr. Vatcharaporn Esichaikul Vatcharaporn", is displayed in the top right corner.

The course page layout includes a left sidebar with a "BI&A" menu and a list of course sections. The main content area displays the course title "AT82.04 Business Intelligence and Analytics" and a breadcrumb trail: "Home / My courses / School of Engineering and Technology (SET) / AT82 - Data Science and Artificial Intelligence / BI&A".

The course content is organized into sections:

- General**
- 12 January - 18 January**
- 19 January - 25 January**
- 26 January - 1 February**
- 2 February - 8 February**
- 9 February - 15 February**
- 16 February - 22 February**

The main content area also features a list of activities and resources:

- Announcements**
- Class Readings 1-13**
- Course Outline**

Each activity/resource has an "Edit" link. A "SHARE" button is visible in the top right corner, showing "Like 24".

The Windows taskbar at the bottom shows the system clock as 11:57 AM on 1/11/2021.

Grading System

□ Assignment	10%
□ Reading Presentation and Participation	10%
□ Mid-sem exam	25%
□ Final exam	25%
□ Project	<u>30%</u>
	100%

Reading Presentation and Summary

- ❑ 20-minute presentation with visual aid
- ❑ 300-500 word summary for class distribution
- ❑ 1 student/reading

Course Project



You are to develop either
Decision Support System
AND/OR
Business Intelligence System

DSS/BIS Development Project

■ Application/problem domain

- *Suggested areas*
 - System related to business application/finance*
 - System related to healthcare*
 - System related to environmental management
 - Etc.
- *Some examples: DSS or BIS*
 - for determining credit card fraud
 - for stock price prediction
 - for retinal disease diagnosis
 - for flood prevention

DSS/BIS Development Project *con't*

- ❑ Selection of appropriate models(s)/methods, analytics
- ❑ Data – should use Big Data, datasets available from companies/organizations, internet resources (eg. www.data.gov)
- ❑ Software --- *your choice*
- ❑ 3 (or 4) persons/project (at least 2 nationalities)

DSS/BIS Development Project *con't*

▣ Deliverables

- 1) a prototype of working system
- 2) A project final report

Project Proposal

- 2-3 page describing background, objective, description, and expected output of the proposed DSS/BIS
- Due 16 Feb.

Final Project Report

Should at least include

- the focus/decision context of the system
- the goals/objectives of the system
- types of data, DW the system will require
- types of modeling, analytics the system will use
- the end users of the system
- the software for implementation
- Etc.