# Agenda for MTech Web Analytics Elective – 2018

| Date | Topic | Lecturer |
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| Sat Oct 6 (PT class) Tue Oct 9 (FT class) | **Intro to Web Analytics**   * Web Site Analytics: Concepts , Objectives & Tools * Workshop using Google Analytics | Barry |
| Sat Oct 13 (PT class) Tue Oct 16 (FT class) | **Web Usage Mining**   * Mining Web-Site Navigation Patterns * Mining Website Page Views * Mining Search Queries * Workshop | Barry |
| Sat Oct 20 (PT class) Tue Oct 23 (FT class) | **Web Structure Mining 1**   * Graph & Network Mining Concepts * Link Analysis * Workshop | Xiaoli |
| Sat Oct 27 (PT class)  ~~Tue Oct 30 (FT class)~~  Mon Oct 29 (6.30pm) Fri Nov 2 (6.30pm) | **Web Structure Mining 2**   * Rising Stars and Community detection * Workshop/Assignment2 | Xiaoli |
| Sat Nov 3 (PT class)  Wed Nov 7\* (FT class) | **Web Structure Mining 3**   * Advanced Graph-Mining (AM) * Assignment2 Presentations (PM) | Xiaoli  Barry/Xiaoli |

\*Tues Nov 6th is a public holiday