

STA 235 - Introduction

Spring 2021

McCombs School of Business, UT Austin

Welcome to STA 235
Data Science for Business Applications

About the instruction team

Prof: Magdalena Bennett, Ph.D.

- *Assistant Professor in the Stats Group.*
- *Research: Causal Inference + Econ of Education*

TA: Ricardo Lara

- *Ph.D. candidate in Petroleum Engineering*



Let's review the syllabus

Please, read the syllabus!



About this course

- **Objective:**

"[G]ain the tools you need to tackle real-world problems from a quantitative perspective."

- **Structure:**

1) Multiple Regression

2) Causal Inference

3) Prediction

How, when, and where?

- **Online session for Spring 2021:** Mon at 12:30 - 2:15 PM (Sec. 1) and 2:30 - 4:15 PM (Sec. 2)
 - Be punctual! Cameras on are encouraged.
- **Online Office Hours:**

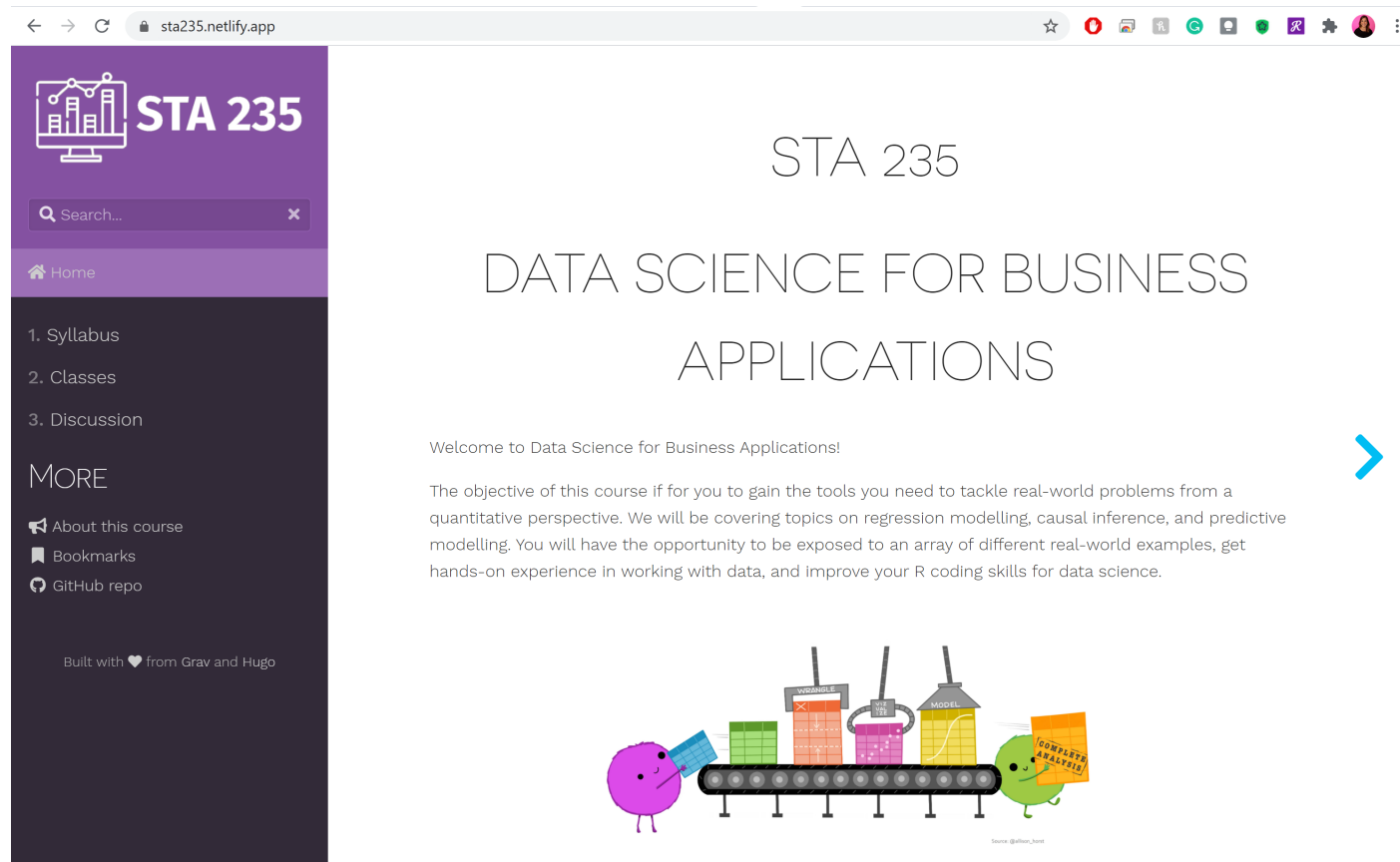
Prof. Bennett:
Mon 5:00 - 6:00 PM
Thur 4:00 - 5:00 PM

T.A.:
TBD (before exams & assignments)

- Appointments by *calendly*
- Other times available upon request

How, when, and where? (Cont.)

<http://sta235.netlify.app>



What will you need?

- A **computer** with internet connection.
 - Microphone and webcam (*especially for office hours*)
- **R & R Studio**
- **Required Books:**
 - Angrist, J. & J. Pischke. (2015). "Mastering Metrics". Princeton University Press.
 - James, G et. al. (2017). "An Introduction to Statistical Learning with Applications in R". Springer. (*Available online*)



How to succeed in this course?

- **Attend class**
- Classes are recorded, so focus on **understanding**
- **Ask questions** during class
- Complete all **readings** and **assignments** by the suggested (or assigned) date
 - *Caveat: We are on a pandemic, so reach out to the instruction team*
- Get an **early** start on assignments and **follow the submission guidelines**

Assignments, Exams, and Grading

- **3 homework assignments (20%) + 1 project (15%):**
 - Assignments include both written questions and code.
 - Prediction project: similar to a long homework.
 - No copying or plagiarism will be accepted.

Read submission guidelines

- **Just in Time Teaching (JITT) assignments (10%):**
 - Short online questionnaires about readings or material.
 - Submit by midnight on Sunday before class.
 - Graded for completion.

Assignments, Exams, and Grading (Cont.)

- **Midterm exam (25%):**
 - In-class exam (online)
- **Final exam (30%):**
 - Common time for both sections (May 13th 2:00 - 5:00 PM)
 - Let me know as soon as possible if you have another work or non-academic commitment
- Cutoffs for final letter grade:

Grade	A	A-	B+	B	B-	C+	C	C-	D	F
Cutoff	94%	90%	87%	84%	80%	77%	70%	65%	60%	<60%

- Assume there is no grade curving (if I do, it will always be in your favor).

Communicating with the instructor team

- **Email address: m.bennett@austin.utexas.edu**
 - Use the subject **[STA 235] Your subject**.
 - Email me directly for questions related to course administration.
 - Usually respond in 1 business day.
 - *General questions should be posted on Piazza*
- **Piazza discussion board:**
 - Quickest way to get an answer about class material.
 - **Do not send messages through Canvas.**
 - Common time for both sections (May 13th 2:00 - 5:00 PM)
 - Let me know as soon as possible if you have another work or non-academic commitment

Collaborations and Academic Integrity

- **You are encouraged to form study groups!**
 - Studying or discussing assignments with others does **not** mean "divide and conquer".
 - Students are responsible for their own work. All of it.
- **Do not share your files with other students**
 - If we find any evidence of copying or plagiarism, all students involved will be subject to disciplinary measures.
- **Remember to give credit where credit is due!**
 - Use citations and references when you use someone else's work.

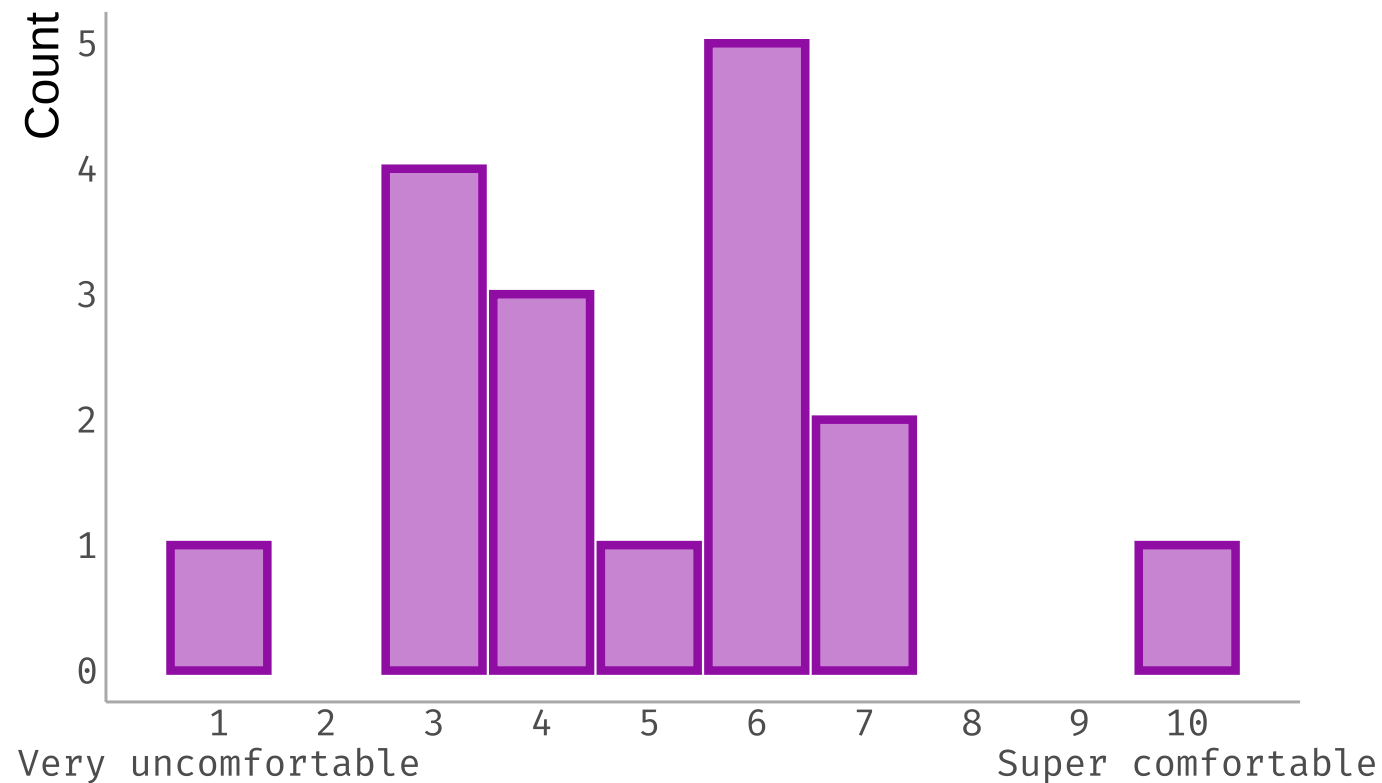
What questions do you have?

Your expectations

What do you expect to learn from this course?



How comfortable are you with R?



What grade do you expect to get?

- Confidence is great (but also **hard work**)

A brief motivation

What is Data Science?

What are we going to see in this course?

What should I expect to learn by the end of the semester?