SYLLABUS

Applied Analytics & Predictive Modeling
95718 MGMT-4963-02 (4 Credits) / 95631 MGMT-6160-02 (3 Credits)
Spring 2020 Monday 3:00 PM – 5:50 PM
Room Location: TBD
Websites: https://predictivemodeling.github.io/ **, Piazza & Blackboard**
Prerequisites or Other Requirements: None.

Students may not receive credit for both the 4000 level and 6000 level versions of this course.

INSTRUCTOR

Instructor Name: Lydia Manikonda   **Office Location:** Pitts 1212
Tel. No.: 518-276-2768   **Email Address:** manikl@rpi.edu
Office Hours: Thursday 10:00 AM – 12:00 PM

Grader

TA Name(s):   **TA Office Location:**
TA(s) Email Address:
TA Office Hours: TBD

COURSE DESCRIPTION:

Business analytics enables organizations to leverage large volumes of data in order to make more informed decisions. It encompasses a range of approaches to integrating, organizing, and applying data in various settings. This course develops an understanding of concepts in business analytics and data manipulation. In particular, through hands-on experience with a range of techniques students will learn to work with large data sets, analyze trends and segmentations and develop models for prediction and forecasting. This course is part of the MS program in Business Analytics and builds on foundations learned in the Fall semester.

COURSE GOALS/OBJECTIVES

1) Learn how to approach a new analytics challenge and ask the right questions
2) Construct and work with large data sets
3) Understand a range of models and techniques for data manipulation and prediction
4) Learn to visualize and present data insights

COURSE REFERENCE MATERIALS

Data Mining for Business Analytics in Python,
by Galit Shmueli, Peter C Bruce, Peter Gedeck, Nitin R. Patel
ISBN-10: 1119549841

COURSE ASSESSMENT MEASURES

Exam (40%): in-class and individual test, covering the material studied up to this date.

Project (25%): a hands-on project will ensure you are able to apply what we have covered throughout the course. The project will be completed in groups of 5 students. More information will follow.

Assignments (30%): there will be three group assignments, shown in the schedule on the next page.

Active class participation (5%)

Missing an assignment or a test without prior approval from the instructor will result in a grade of zero (0). There will be no opportunities for extra credits or make-up assignments.

GRADING CRITERIA

All grading is out of 100%. The grading scale used for final course grades is: A (93-100); A- (86-92); B+ (82-85); B (78-81); B- (74-77); C+ (70-73); C (66-69); C- (60-65); F (below 60). There are no incomplete grades (I) in this class. Test grades and feedback will be given throughout the semester using the course management system (LMS).

Students in MGMT6560 level cannot receive "D/D+/D-" grades.

Students should check LMS for grades on assignments.

ATTENDANCE POLICY

PLEASE DO NOT BE LATE TO CLASS. A maximum of 2 unexcused absences are allowed. Further absences will result in a 10% reduction of final overall score that is considered towards the final letter grade.

Therefore, the imperative clearly stated: each participant attends class fully prepared, willing and able to offer constructive criticism, provide goal-oriented analytic and synthetic insights, and encourage investigative dialectic. You earn your grade on participation through consistent, daily contribution. Merely "COMING TO CLASS" is not sufficient, but is necessary.

Simply put: Do not miss class hours or group meetings! Understandably, there are circumstances (e.g., job interviews, family matters, extracurricular activity, etc.) that may cause you to miss class; nevertheless, excessive absences will reduce your class participation grade. Notify the instructor and group IN ADVANCE of any planned absences (especially students who participate in extracurricular activities as representatives of RPI.)

ACADEMIC INTEGRITY

Student-teacher relationships are built on trust. For example, students must trust that teachers have made appropriate decisions about the structure and content of the courses they teach, and teachers must trust that the assignments that students turn in are their own. Acts that violate this trust undermine the educational process. The Rensselaer Handbook of Student Rights and Responsibilities defines various forms of Academic Dishonesty and you should make yourself familiar with these. Any violation of this policy will result in a penalty in accordance with Lally school guidelines. Depending on the severity of the violation, penalty will range from a grade of zero (0) on the specific grade component to failing the course. All violations will be reported to the Associate Dean for Academic Affairs. If you have any question concerning this policy before submitting an assignment, please ask for clarification.

ACADEMIC ACCOMMODATIONS

Rensselaer Polytechnic Institute strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on a disability, please let me know immediately so that we can discuss your options.

To establish reasonable accommodations, please register with The Office of Disability Services for Students (mailto:dss@rpi.edu; 518-276-8197; 4226 Academy Hall). After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion."

Tentative Class Schedule

Session	Date	Topic
	1 01/13	Course Introduction; Introduction to Python
Martin Luther King Jr Day	01/20	NO CLASS
	2 01/27	Data cleaning and preparation; Inclass Case
	3 02/03	Structuring the dataset; Dimensionality Reduction (PCA); Case description-1
	4 02/10	Assignment Presentations (three groups) Logistic regression
President's day	02/17	NO CLASS
	5 02/18	Model evaluations; Decision trees
	6 02/24	Project Introduction; Assignment presentations; K-NN algorithm
	7 03/02	Case description-2; Association rules and market basket analysis
Spring Break	03/09	NO CLASS
	8 03/16	Assignment-2 Presentations; Market Basket Analysis; Case description-3
	9 03/23	Cluster Analysis -- K-means
	10 03/30	Cluster Analysis; NLP application
	11 04/06	Exam
	12 04/13	Project presentations
	13 04/20	Project presentations
	14 04/27	Final Project Due
Final Examinations	May 4, 2020 - May 8, 2020	