

Predictive Analytics

GEOG5927M

Module content and philosophy

Spatial modelling	to	simulate and predict	[content]
<ul style="list-style-type: none">• Data mining• Response modelling• Microsimulation• Agent-based modelling		consumer behaviour	

Research and industry case studies	to	evaluate modelling techniques in practice	[philosophy]
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Guest Lectures from:

Mark Birkin, LIDA | Rob Radburn, LCC