



# **DATA 621- Business Analysis and Data Mining**

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# Introduction

- Data Programming
- Data Culture
- Data Understanding
- Predictive Modeling
- Model Implementation



# Homework

- **Assignments (50% )**
  - *There will be 5 homework assignments (10% each, or 100 points each) used to reinforce course concepts and provide implementation experience in R.*
- **Final Project (30%)**
  - *Students will form a group of 5 people.*
  - *The project will require the students to model a problem using any of the methods learned in this course*
- **Class discussion (20%)**
  - *Each week, we will have a topic to discuss. A student is required to participate by introducing a question.*
  - *A total of 5 blog entries will be required throughout the semester based on a topic of your choice where a student shares his or her thoughts on a statistical method and how that can be used in a real life scenario based on your daily life experience. These need to be completed by the end of the semester.*



## Weekly Material

- Work through the lesson materials for the week
  - Reading assignment
  - Suggested exercises
  - Lecture videos
- Books
  - Extending the Linear Model with R  
<http://www.maths.bath.ac.uk/~jjf23/ELM/>
  - Linear Models with R  
<http://www.maths.bath.ac.uk/~jjf23/LMR/>
  - A Modern Approach to Regression with R  
<http://gattonweb.uky.edu/sheather/book/index.php>