

COURSE DETAIL

INTRODUCTION TO DATA MINING FOR BUSINESS INTELLIGENCE

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Statistics Business Administration

UCEAP Course Number

122

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO DATA MINING FOR BUSINESS INTELLIGENCE

UCEAP Transcript Title

DATA MINING/BI

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course provides a study of advanced statistical techniques to analyze and synthesize data mining data and information. Topics covered include: R statistical language; visualization techniques for complex business data; distances in data mining; multidimensional scaling; cluster analysis; association rules; classification trees; case studies. Students are expected to have completed coursework in statistics and properties of matrices.

Language(s) of Instruction

Host Institution Course Number

13478

Host Institution Course Title

INTRODUCCION AL DATA MINING PARA LA EMPRESA

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&anio=2024&plan=147&asig=13...>

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree

Grado en Administración de Empresas

Host Institution Department

Estadística

Course Last Reviewed

2024-2025

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