COURSE DETAIL

MINING WEB DATA FOR BUSINESS INSIGHTS

Country
Singapore

Host Institution
National University of Singapore

Program(s)
National University of Singapore

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Computer Science

UCEAP Course Number
131

UCEAP Course Suffix

UCEAP Official Title
MINING WEB DATA FOR BUSINESS INSIGHTS

UCEAP Transcript Title
MINING WEB DATA

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

The World Wide Web overwhelms us with immense amounts of widely distributed, interconnected, rich, and dynamic hypertext information. It has profoundly influenced many aspects of our lives, changing the ways individuals communicate and the manners businesses are conducted. This course teaches various concepts, methods and tools in mining Web data in the form of unstructured Web hyperlinks, page contents, and usage logs to uncover deep business insights and knowledge for business implications that are embedded in the billions of Web pages and servers. Topics covered include various text mining methodologies, case applications and tutorials on Web data mining for marketing, sales and finance applications, social Web data mining from Facebook and Twitter, and Web analytics involving clickstream and site traffic data, etc.

Language(s) of Instruction

English

Host Institution Course Number

BT4222

Host Institution Course Title

MINING WEB DATA FOR BUSINESS INSIGHTS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Systems and Analytics

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