

# COURSE DETAIL

## BUSINESS ANALYTICS

**Country**

Sweden

**Host Institution**

Lund University

**Program(s)**

Lund University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Statistics Business Administration

**UCEAP Course Number**

134

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS ANALYTICS

**UCEAP Transcript Title**

BUSINESS ANALYTICS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

The course covers methods for data mining and business analytics and their usage in making strategic business decisions. It concentrates on the modelling aspects of data mining and provides tools for better understanding key methods of data exploration, visualization, classification, prediction, and clustering. The course starts with data visualization and getting to know features hidden in the data. Traditional regression models and hypothesis testing are practiced using real data. This introduction to traditional approaches then leads to the discussion of more advanced methods such as, discriminant analysis, classification and clustering methods, which are useful in finding patterns hidden in the data. The course deals with various types of data such as categorical data, time series, text data, and network data, among others. The fundamentals of building suitable models are discussed. Illustrations are carried out using the statistical package R.

### Language(s) of Instruction

English

### Host Institution Course Number

STAE03

### Host Institution Course Title

BUSINESS ANALYTICS

### Host Institution Course Details

<https://www.lunduniversity.lu.se/lubas/i-uoh-lu-STAE03>

### Host Institution Campus

Lund

### Host Institution Faculty

Economics and Management

<b>Host Institution Degree</b>
<b>Host Institution Department</b>
<b>Course Last Reviewed</b> 2024-2025

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