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

Host Institution Degree
Host Institution Department
Course Last Reviewed 2024-2025

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