

Data Mining (F000759)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 5.0 Study time 150 h Contact hrs 60.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	English	Gent	teaching methods	hours
			seminar: practical PC room classes	15.0 h
			guided self-study	10.0 h
			self-reliant study activities	5.0 h
			lecture	30.0 h
			online lecture	0.0 h
			online seminar: practical PC room classes	0.0 h

Lecturers in academic year 2020-2021

Benoit, Dries EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

programme	crdts	offering
Bachelor of Science in Business Engineering	5	A
Exchange programme in Economics and Business Administration	5	A
Preparatory Course Master of Science in Business Engineering	5	A

Teaching languages

English

Keywords

Univariate and multivariate regression analysis, classification, resampling methods, model selection and regularization, tree-based methods, unsupervised learning, R

Position of the course

Business processes have been digitalized at high pace in recent decades. This lead to a tremendous increase in information stored in databases. With datamining, analysts try to find relevant patterns in this huge source of information that help management in optimizing their decisions. Students will learn how to extract relevant information from databases. Students will learn how to apply a broad set of methods in a correct way to solve real-life business problems. They will also learn the skills of how to interpret the results from such analyses in a meaningful way. All exercises will be solved using the statistical programming language R.

This course builds on the concepts introduced in the course "Statistics I".

Contents

- * Relationship between bias and variance and model complexity
- * Regression analysis
 - - simple linear regression
 - - multiple regression
 - - qualitative predictors
- * Classification
 - - logistic regression analysis
 - - linear discriminant analysis
 - - k-nearest neighbors
- * Resampling methods
 - - crossvalidation
 - - bootstrap

- * Model selection and regularization
 - - variable selection
 - - shrinkage methods
 - - dimension reduction
- * Unsupervised learning
 - - principal component analysis
 - - clustering

Initial competences

Students need to have a thorough understanding of the basic statistical principles and concepts as treated in the course "Statistics I", <https://studiegids.ugent.be/2018/EN/studiefiches/F000846.pdf>

Final competences

- 1 Apply datamining methods in a correct way, using the programming language R
- 2 Interpret the results in a correct way and communicate these to a non-technical audience
- 3 Choose a well-suited method to tackle a specific business problem, knowing what the advantages and disadvantages are of the chosen approach.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, lecture, self-reliant study activities, seminar: practical PC room classes, online lecture, online seminar: practical PC room classes

Extra information on the teaching methods

The learning management system Ufora will be used to coordinate the different didactical approaches used in this course.

Learning materials and price

Course materials will be made available on Ufora.
Course book: see References

References

James, G., Witten, D., Hastie, T. & Tibshirani, R. (2015) An Introduction to Statistical Learning with Applications in R, Springer. (Note: a free, legal version of the book can be found online).

Course content-related study coaching

Students can rely on the teaching assistants and teacher of the course. Communications and interaction through the Ufora platform (group discussions, exercises, ...). Example exam questions will be made available.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

Periodic evaluation (written exam):

- Multiple choice questions
- Open questions

Non-periodic evaluation (assignment):

- Create a multiple choice question

Calculation of the examination mark

90% periodic evaluation (written exam)
10% non-periodic evaluation (assignment)

