



The **big data** revolution is sweeping almost every industry. **1.5 million data analysts** are needed in the next 5 years; however, there is a great shortage of talented data analytical specialists.

IT'S TIME TO BECOME A SAVVY DATA MINING AND ANALYTICAL EXPERT!

NEW COURSE

DATA MINING & ANALYTICS

Course Description

This course is designed to help students develop an understanding of various popular data mining techniques and data analytical methods emerged from fields of statistics and artificial intelligence. A number of well-defined data mining tasks such as classification, estimation, prediction, affinity grouping and clustering, and data visualization are discussed. Design and implementation issues for corporate data marts and data warehouses are also addressed. This course also illustrates a number of successful real-world applications of data mining and analytics in areas such as credit rating, fraud detection, customer relationship management, and stock market investments.



Course Objectives

Understand data mining principles, techniques, and tasks for proactive analysis, predictive modeling, and identifying patterns and trends.

Gain hands-on learning experience through data mining & analytics problem formulating and solving using various software programs and tools, such as R programming language, XLMiner (an Excel add-in) and SAS.

Develop Skills for importing/exporting data via interfaces between data mining software (e.g., R) and Oracle SQL/MySQL/Excel.

**To be Offered in
Spring 2016**

T/R 4:00 – 5:15 p.m.

INSTRUCTOR:

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