

Data Mining for Business Analytics

ISOM 3360 (L1 & L2): Fall 2021

Course Name	Data Mining for Business Analytics
Course Code	ISOM 3360
No. of Credit	3 Credits
Exclusion(s)	COMP 4331
Prerequisite(s)	ISOM 2010
Professor	Rong Zheng, ISOM
Contact	Office: LSK 4042 Tel: 2358 7642 Email: rzheng@ust.hk
Office Hours	by appt.
Course Schedule and Classroom	L1: Tue 12:00PM - 1:20PM Thur 12:00PM - 1:20PM L2: Tue 9:00AM - 10:20AM Thur 9:00AM - 10:20AM Lab1: Mon 3:00PM - 3:50AM Lab2: Mon 4:30PM - 5:20PM
Course Webpage	Accessible from Canvas
Teaching Assistant	Sophie GU (LSK 4065) Tel: 2358 7653 Email: imsophie@ust.hk
TA Office Hours	By appointment

Course Overview

"For every leader in the company, not just for me, there are decisions that can be made by analysis. These are the best kinds of decisions. They're fact-based decisions."

--- Amazon's Chairman, Jeff Bezos

Businesses, governments, and individuals create massive collections of data as a byproduct of their activities. Increasingly, decision-makers rely on intelligent technology to analyze data systematically to improve decision-making. In many cases, automating the decision-making processes is required because of the sheer volume of data and the speed with which new data are generated.

The course will explain with real-world examples the uses and some details of various data analytics techniques. The emphasis is placed on understanding both the methods and their business applications. We will delve into the mechanics of how the methods work when necessary. You will establish analytical thinking to the problems and understand that the proper application of analytics is as much an art as it is a science.

After the completion of this course, the students are expected to achieve the following objectives.

1. Approach business problems data-analytically (intelligently). Think carefully & systematically about whether & how data can improve business performance. Be able to envision Big Data opportunities.
2. Know the basics of Big Data processes, techniques, & systems well enough to interact with data scientists, business analysts, marketers, and clients.
3. Gain hands-on experience in using Python to implement Big Data projects.

Lecture Notes and Readings

- Lecture notes are the primary source of materials for the class.
- Supplemental readings might be posted to Canvas or distributed in class to supplement the lecture notes.
- Supplemental book (optional):
Data Science for Business: What you need to know about data mining and data-analytic thinking, by Foster Provost, Tom Fawcett, O'Reilly Media, 2013 ISBN: 1449361323

Grading Decomposition

The grade breakdown is as follows:

- In-class quizzes: 15%
- Lab participation: 10%
- Assignments: 25%
- Midterm quiz: 25%
- Final Exam: 25%

In-class Quizzes

There will be in-class quizzes for every lecture. The purpose is to make sure you are engaged during the class. The two quizzes with the lowest score will be ignored.

Lab Session

Lab participation is an essential part of the learning process in the form of active practice. You are NOT going to learn without practicing the data analysis yourselves. During the lab session, I will expect you to be entirely devoted to the class by following the instructions. And you should actively link the empirical results you obtained during the lab to the concepts you learned in the lectures.

Assignments

There will be 4 assignments that are mini projects in nature. They are designed to train your practical skills to solve the real-world problems by analyzing the data. Python coding is essential in completing these assignments. Groups of **2-3 students** are expected to form a team along the semester to work on the assignments. Peer evaluation will be conducted for each assignment.

Assignments are due prior to the start of the lecture on the due date. Turn in your assignment early if there is any uncertainty about your ability to turn it in on the due date. Assignments up to 24 hours late will have their grade reduced by 25%; assignments up to one week late will have their grade reduced by 50%. After one-week, late assignments will receive no credit.

Exams

The mid-term quiz is tentatively scheduled on **October 12th Evening**. Let me know as early as possible if there is any unavoidable conflict.

Hardware and Software requirements

Computer is required for this class. You will need it to work on your assignments. The software we are going to use is **Anaconda Navigator** that includes **Jupyter notebook** and **Python 3**. You will get some guidance on the software installation once the class has started.

Tentative Schedule of Lectures and Labs

Please take note that this schedule is tentative and may be adjusted as the semester progresses.

Class Number	Date	Topics	Remarks
1	Sept. 2	Course Introduction	
2	Sept. 7	Data Preparation and data Visualization	
3	Sept. 9		
4	Sept. 14	Supervised machine learning: decision tree method	Assignment Team Formation
5	Sept. 17		Assignment #1 release
6	Sept. 21		
7	Sept. 23	Model Selection and Evaluation Measures	
8	Sept. 28	Regression analysis	
9	Sept. 30		
10	Oct. 5	Naïve Bayes machine learning method	Assignment #1 Due Assignment #2 release
11	Oct. 7	Midterm Exam Review	
	Oct. 12	Midterm Quiz	
	Oct. 14	Chung Yeung Festival	
12	Oct. 19	Text Analytics and Feature Selection	
13	Oct. 21		
14	Oct. 26	Unsupervised machine learning: Association Rule and k-means	Assignment #2 Due Assignment #3 release
15	Oct. 28		
16	Nov. 2	Prediction: k-nearest neighbor & Recommender System	
17	Nov. 4		
18	Nov. 9		

19	Nov. 11	Ensemble learning	Assignment #3 Due Assignment #4 release
20	Nov. 16	Network Data Analytics	
21	Nov. 18		
22	Nov. 23		
23	Nov. 25	Neural Network and Deep Learning	
24	Nov. 30	Course Review	Assignment #4 Due

Lab Session Schedule

Number	Date	Topics
1	Sept. 6	Introduction to Anaconda and Jupyter Notebook
2	Sept. 13	Data visualization and Data Preprocessing
3	Sept. 20	Decision tree (model building)
4	Sept. 27	Decision tree II (CV and Grid Search)
5	Oct. 4	Model Evaluation (ROC, AUC)
6	Oct. 11	Linear Regression and Logistic Regression
	Oct. 18	Cancel for Midterm Exam and Chung Yeung Festival
7	Oct. 25	Naïve Bayes and Text Mining
8	Nov. 1	Association Rule
9	Nov. 8	Clustering & KNN
10	Nov. 15	Collaborative Filtering
11	Nov. 22	Ensemble learning
12	Nov. 29	TBD