Business Intelligence

Academic Year: (2022 / 2023)   **Review date: 31-05-2022**

Department assigned to the subject: Statistics Department

Coordinating teacher: JIMENEZ RECAREDO, RAUL JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

Understand what Business Analytics is, studying its main tools and their application to different case studies.

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to business analytics.
Descriptive analytics: Statistical models of business intelligence. Data visualization and warehousing.
Predictive analytics: Data mining. Machine learning predictive models. Web and social network analysis.
Prescriptive Analytics: Simulation and optimization for decision making.
Big data: Concepts and tools.
Application examples: From the business case to the case study.

LEARNING ACTIVITIES AND METHODOLOGY

Teaching presentations accompanied by electronic material, such as digital presentations
e-learning activities
Theoretical-practical lessons, synchronous teaching tutorials
Team work
Individual student work
Home works and

ASSESSMENT SYSTEM

Team home work (30%), individual student home work (30%) and midterms (40%).

% end-of-term-examination: 0

% of continuous assessment (assigments, laboratory, practicals…):   100