

## Business Intelligence

Academic Year: ( 2023 / 2024 )

Review date: 20-05-2023

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%).

Percentage weight of the Extraordinary Call: 100%

**% end-of-term-examination:** 0

**% of continuous assessment (assignments, laboratory, practicals...):** 100