

Academic Year: (2024 / 2025)

Review date: 01-04-2024

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

% end-of-term-examination: 0

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

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

Percentage weight of the Extraordinary Call: 100%