



Web data analytics and usage (16926)		
Study: Master in Big Data Analytics (322) Teacher: RUBIO MANSO, JOSÉ MARÍA	ECTS: 3	TERM: 2

WEEK	SESSION	DESCRIPTION OF THE CONTENT OF THE SESSION	DATE (CLASSROOM)	STUDENT WORK DURING THE WEEK		
				DESCRIPTION	HOURS ('PRESENTIAL')	HOURS WEEKLY WORK
1	1	Link Mining.	5/02/2021(Fri) (0.A.04)	Introduction. HITS algorithm. Page Rank algorithm.	1,5	10
	2	Lab 0	5/02/2021(Fri) (0.A.04)	<i>Hypertext & Web Protocols</i> <i>Exercise 1.- Web architecture and protocols.</i> <i>Exercise 2.- Web design.</i> <i>Exercise 3.- Web analytics techniques.</i>	1,5	
2	3	Social Network Analysis (I)	12/02/2021(Fri) (0.A.04)	Introduction. Centrality.	1,5	10
	4	Lab 1	12/02/2021(Fri) (0.A.04)	<i>Social Network Analysis.</i> <i>Exercises 1, 2, 3, 4 and 5.</i>	1,5	
3	5	Social Network Analysis (II)	19/02/2021(Fri) (0.A.04)	Communities.		9
	6	Lab 2	19/02/2021(Fri) (0.A.04)	<i>Social Network Analysis.</i> <i>Data Capture in Tweeter.</i>	1,5	
4	7	Web Usage Analytics (I)	26/02/2021(Fri) (0.A.04)	Introduction. Web traffic Data Collection Heuristic Identification.	1,5	10
	8	Lab 2	26/02/2021(Fri) (0.A.04)	<i>Social Network Analysis.</i> <i>Data Capture in Tweeter.</i>	1,5	
5	9	Web Usage Analytics (II)	05/03/2021(Fri) (0.A.04)	Key Performance Indicators. Association Rules. - Apriori Algorithm.	1,5	10
	10	Lab 2	05/03/2021(Fri) (0.A.04)	<i>Social Network Analysis.</i> <i>Data Capture in Tweeter.</i>	1,5	
6	11	Web Usage Analytics (III)	12/03/2021(Fri) (0.A.04)	Association Rules. - ECLAT. Sequential Patterns. - GSP Algorithm.	1,5	8
	12	Lab 3	12/03/2021(Fri) (0.A.04)	<i>Overview of R.</i> <i>Computing association rules.</i>	1,5	
7	13	<i>Alternative 1:Conference</i> <i>Alternative2 : Theory</i>	24/03/2021(Wed) (0.A.04)	<i>Alternative 1: 'Google Analytics'</i> <i>Alternative 2: 'Linked Data'</i>	1,5	7
	14	Review & Exercises	24/03/2021(Wed) (0.A.04)	Review & Exercises	1,5	
TOTAL HOURS					20	64

 Final Exam:

26/03/2019 (0.A.04)
