

Course Number

ECO-364-01

Course Description

This course is about creating business insights from big data. The learning objective is to develop three abilities. The first is the ability to manipulate big data. This includes downloading, merging, appending and reshaping data, and creating new variables. Second is the ability to analyze data. This includes exploratory data analysis, visualization, and sophisticated predictive algorithms including nearest neighbor, naive Bayes, decision trees, regression and others. We will pay special attention to validating our predictions using the train and test regimen. Finally, students will develop an ability to formulate questions that can be answered using big data, and lead to better business performance. This includes using data to improve marketing, pricing, investing capital, customer satisfaction, costs, etc. The data manipulation and analysis will be implemented by writing programs in statistical software.

Academic Term

20/FA

Instructor

Dvorak, Tomas

Location & Meeting Time

O'Brien Center for Collaborative Engagement-117 M/W/F 10:50AM-11:55AM LEC

Hybrid-HYBR LEC

Petition

N

Credits

1.00

Capacity

25

Total Students

30

Additional Information

<http://www.union.edu/PUBLIC/ECODEPT/index.html>

Common Curriculum

SOCS Social Science

Academic Department

Economics

Field Of Study

Economics (ECO)