



Duration: 11 weeks,
one evening per week
Delivery: Online, On-campus
Intakes*: June/Aug 2023
Fees**: Online - € 965
On-campus - € 1,250
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Diploma in Predictive Data Analytics

This course will introduce you to many of the popular advanced statistical techniques used in the field of marketing and financial predictive analytics. You will learn the multivariate techniques used to transform information from large data-sets into actionable insights. You will gain hands-on experience using RapidMiner — software platform for data preparation and predictive model generation — and prepare to be a part of this growing field.

You will also be introduced to both 'big' and 'small' data; learn how to manipulate, analyse and interpret it in sophisticated ways; and realise how to present this in a persuasive and influential manner. It will teach you how to identify situations in which predictive analytics can add value by better meeting customer needs, through the smarter allocation of marketing budgets and by improving financial decisions.

Course structure

- Business Intelligence and Data
- Power BI
- Data Mining
- SQL
- Types of Analytics
- Python/Jupyter

RapidMiner

- Data Preparation
- Modelling and Performance
- Modelling: Decision Trees
- Modelling: Knn, Confusion Matrix
- Modelling: K Means clustering, Association rules
- Text/Sentiment Analysis

Participants will be required to successfully complete project work worth 100% of the grade. The work will be based on real-world case studies.

Career opportunities

According to Brian Mooney (Irish Times, 07 March 2017)'Data analytics was the fastest-growing skill in demand in 2015 and demand is set to continue in the years ahead.'

Data Analysts are in strong demand in industries as diverse as: pharmaceuticals, marketing, finance and insurance, as well as cloud computing.



Prospective employers, therefore, include any company that requires detailed, robust analysis of data sets; some examples include:

- ICT companies (e.g. Google, eBay, Facebook, Amazon, Paddy Power),
- The pharmaceutical industry (e.g. Jansen, Merck, GSK),
- The financial services industry (e.g. Bank of Ireland, AXA, EY, Accenture, Deloitte)

Entry requirements

This programme is suited for individuals with a variety of different experience levels, and while there is no academic requirement for entry, all applicants should demonstrate an interest in and an aptitude for data analytics. Basic computer literacy is a requirement with a digital literacy certificate or equivalent.

It should be noted that while this is not a statistics course, all the techniques are based on the theory of statistics and you will need

to understand basic business statistical concepts, including:

- mean/average
- standard deviation
- normal distribution

Lecturer profile: John Rowley

John's career spans web development (LAMP), web manager and corporate spokesman (Ryanair), 11 years in software management and development (Symantec, Corel), technical training (PHP, Perl, XML, C#, CSS Javascript, MySQL), technical writing (C++, Java), news journalism and documentation management. He was the first PHP developer in Ireland to achieve Zend PHP certification and the first technical writer in Ireland to document C++ compiler and application frameworks.

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*More intakes available. Get in touch to find out more.