

Diploma in Predictive Analytics

Lecturer

John Rowley

October 2020		
Month	Date	Monday 18.30-21.00
October	12	Lesson 1 – Introduction to Data Mining & Data Analytics <ul style="list-style-type: none"> • Big Data in an Economy • Reasons for Big Data • Data Mining as an emerging priority • Goals of Data Mining
	19	Lesson 2 – Business Intelligence & Predictive Analytics <ul style="list-style-type: none"> • Benefits of Business Analytics & Predictive Analytics • Basic principles of predictive analytics • Nature of the data in Big Data • Types of variables and types of analytics for data analysis • Difference between Descriptive Analytics & Predictive Analytics
	26	No Class – Bank Holiday
November	02	Lesson 3 – Introduction to RapidMiner <ul style="list-style-type: none"> • Exploring the RapidMiner Studio • Overview of the features of Rapidminer
	09	Lesson 4 – Basic elements of RapidMiner <ul style="list-style-type: none"> • How to retrieve data and inspect it with ‘Operators’ and ‘Processes’ • Building a basic statistical model • How to import data, manipulate it, and visualise it
	16	Lesson 5 – Basic elements of RapidMiner <ul style="list-style-type: none"> • Basic data cleansing through Filtering and Sorting • Basic data preparation – Merging, Grouping, Labelling, Column Types • Adding more Processes to a statistical model
Thursday	19	Lesson 6 – Data Manipulation <ul style="list-style-type: none"> • What to do with Missing Values • ‘Normalising’ the data • Sampling the data • ‘Looping’ over data to reduce sample set
	23	Lesson 7 – Data Collection <ul style="list-style-type: none"> • How to collect your data for analysis • Constructing quantitative data collection tools • Preparing collected data for analysis

	30	Lesson 8 – Basic Data Modelling <ul style="list-style-type: none"> • Data Segmentation • Data Correlation
Thursday	03	Lesson 9 – Predictive Modelling <ul style="list-style-type: none"> • Predict an outcome based on variables of data available
	07	Lesson 10 – Predictive Modelling <ul style="list-style-type: none"> • Validate the Predictive Model
	14	Lesson 11 – Text Analytics <ul style="list-style-type: none"> • Transforming and Reading documents • Analyse text data from Twitter • Analyse sentiment of the text

Assessment:

Please note this is a provisional timetable and subject to change.

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