**Data science for business**

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**Summary**

The course introduces students to the methods and tools used by data scientists to model prediction problems for business. Students will also learn how to apply these concepts to real programming problems.

**Content**

This course introduces students to some of the programming tools used by data scientists to address real world business analytics problems. Accordingly, the course objectives are three fold: (1) to develop an understanding of how Data Science methods can support decision making in business environments; (2) to gain familiarity with how Data Science tools function through experience in addressing real-world problems and programming real-world solutions; (3) to evaluate the strengths and weaknesses of alternative approaches. The course is particularly applicable for students interested in working for, or learning about, data-driven companies.

**Keywords**

Data science; data analysis; business analytics; python; data-driven management

**Learning Prerequisites**

**Required courses**

Prior to the start of class, all students must complete a comprehensive course in statistics covering descriptive statistics, analysis of variance, and the OLS linear regression model. Additionally, students must have prior experience with at least one programming language, and familiarize themselves with the Python 3 programming language.

**Recommended courses**

It is strongly recommended that students familiarize themselves with the syntax and data structures of the Python programming language before the start of class. There are numerous online MOOCs and/or tutorials that can serve this need. It also is strongly recommended that students take a masters-level statistics course, over-and-above the required foundational course in statistics, before the start of class.

**Learning Outcomes**

By the end of the course, the student must be able to:

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**Remarque**

only for MA3
• Formulate prediction models
• Assess / Evaluate the performance of prediction models
• Describe their findings to others

Teaching methods
Weekly lectures, demonstrations, assignments, and exercises.

Expected student activities
Attending class regularly to both acquire content and to review problem sets and exercises. Exams will be given during regularly scheduled class hours.

Assessment methods
50% Individual Assignments - Five assignments at 10% each
25% Semester Project - Group Project completed in teams
25% Final Exam - Written exam administered during final class period

Resources
Bibliography
Textbook: “Data Science for Business” by Provost & Fawcett. (2013) Publisher: O'Reilly Media; ASIN: B017PNWLKQ
A list of additional readings will be distributed at the beginning of the course.

Ressources en bibliothèque
• Data Science for Business / Provost