

Course Code
CORE1232
(Previous
Course Code:
COMP 1942)

Course Title
Exploring and Visualizing Data

Course Description

This course teaches concepts and tools for exploring and visualizing data. There are a lot of real-life decision-making problems (e.g., business, logistics, economics, marketing, finance, resource management, forecasting and engineering) which can be formulated using some existing data analysis models. Existing computer science tools such as Microsoft Excel can help us to model and solve these problems easily, and to visualize the solutions. Exclusion(s): COMP 4331, ISOM 3360, RMBI 4310

List of Topics

1. Association
2. Clustering
3. Classification
4. Data Warehouse
5. Dimension Reduction
6. Web Databases

Textbook

- Galit Shmueli, Peter C. Bruce and Nitin R. Patel, Data Mining for Business Analytics: Concepts, Techniques and Application with XLmi Ner John Wiley (3rd edition)

Reference book/ Materials

- Jiawei Han, Micheline Kamber and Jian Pei
Data Mining: Concepts and Techniques.
Morgan Kaufmann Publishers (3rd edition)
- Pang-Ning Tan, Michael Steinbach, Vipin Kumar
Introduction to Data Mining.
Boston : Pearson Addison Wesley (2006)

Grading Scheme

Assignment	10%
Project	20%
In-class Participation	10%
Mid-Term Exam	20%
Final Exam	40%
Total	100%

Course Intended Learning Outcomes

N/A

Assess Rubrics

N/A