8th Semester	16IMN801E	Data Mining for Business Decisions	L-T-P 3-0-0	3 Credits	35 hrs

Course Objectives

- To acquaint students with the theoretical and practical elements ofData Mining and theirapplications.
- To acquire practical exposure in analyzing a business problem usingappropriate model
- To develop the skills to use the model for a predictive analytical solution

Module-I : Introduction to Data Mining – Deriving Value from Data Mining – Applications– Basic concepts,Exploratory Analytics using R/Rattle – Basic metrics– Principal Component Analysis– Correlational analysis–Visualizing Data– Applications

Module-II :Predictive Modeling using R/Rattle– Decision Trees– ANN – Clustering– Regression– Logistic Regression– Applications.Market Basket Analysis – Association rule mining – Naïve Bayes Analysis –Applications

Module-III :Best Practices in Data Analytics and BI – clustering – Decision trees-Neural networks-Associations/Market Basket analysis-Text Mining

Books :

- Anil Maheshwari ,Data Analytics. McGraw Hill, 2017.
- Eric Siegel, Thomas H. Davenport, ―Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die‖, Wiley, 2013
- Anasse Bari, Mohamed Chaouchi and Tommy Jung ,PredictiveAnalytics, Willey,2015
- Alberto Cordoba, ―Understanding the Predictive Analytics Lifecycle‖,Wiley, 2014.
- Dean Abbott, Applied Predictive Analytics, Willey, 2014