

Seminar in Business Analytics: Introduction to Data Science Summer Term 2024

Course Description:

Prior to the start of the Information Age in the late 20th century, companies were forced to collect data from non-automated sources manually. Companies back then lacked the computing capabilities necessary for data to be analyzed, and as a result, decisions primarily originated not from knowledge but from intuition. With the emergence of ubiquitous computing technology, company decisions nowadays rely strongly on computer-aided “**Data Mining**”. Data Mining algorithms are a central part of **Business Intelligence** systems, which refers to technologies that target how business information (or sometimes information in general) is collected, analyzed and presented. These systems serve the purpose of providing better decision support.

In this seminar, students will acquire either of the two kinds following skills. Either, students will learn to build a webscraper to collect their own dataset from the web and review different strategies for data analysis and data visualization. Alternatively, students are asked to describe and visualize the content of an existing dataset and pick a statistical method / data mining algorithm of their choice and perform a descriptive or predictive data mining task on their dataset.

In the following, we list typical methods and questions that will be addressed in this seminar:

- **Forecasting:** Based on historical values, how can businesses predict future developments ahead of time? Given the current stock market prices, can we predict tomorrow's values?
- **Data analysis:** How does weather impact electricity prices? Which parameters of second-hand cars correlate with their value?
- **Clustering:** How can businesses group consumers into distinct categories according to their purchase behavior? Can businesses group job applicants into groups of similar characteristics?
- **Dimension reduction:** How can businesses simplify a large amount of indicators into a smaller subset with similar significance? Can the huge set of features characterizing supermarkets (e.g. gas station, discounts, service) be combined into groups?

Target Group:

The seminar targets interested and committed B.Sc. VWL and BWL students. Prior programming skills are welcome, but not a strict requirement. However, students should be willing to acquire programming skills as part of the seminar.

universität freiburg

Registration:

Deadline: April 8 (end of day), 2024

Application via email to bernhard.lutz@is.uni-freiburg.de. **Make sure that the following information is provided:**

- First name, last name
- Matriculation number (Matrikelnummer)
- Transcript of records
- Attended lectures and seminars at our chair and grade obtained
- Study program, semester
- Short description of experience level in Python or R
- Personal preferences regarding one (or several) of potential topics: Energy Analytics, Urban Analytics, Social Media Analytics, Text Mining and Analytics of Financial Data

Response whether application was successful will be sent out shortly after the registration deadline

Organization:

First meeting: **April 24, 2024 at 2pm ct, PC Pool 3, Werthmannstraße 4**
Presentation: **July 17, 2024 at 2pm ct, PC Pool 3, Werthmannstraße 4**
Submission of paper: **September 15, 2024 (end of day)**

Weekly Consultation Hours:

Wednesdays 2pm ct, room to be determined
First date: May 8, 2024

Communication:

Communication is done via email. All materials are provided on Ilias.

Topics:

Exact topics along with hints on literature will be announced at a later point.

Policies and Procedures:

Grading: Written paper (67%) and presentation (33%). In addition, you have to hand in your programming code and datasets (if applicable). The seminar paper should be written in English and consist of 10-15 pages.

ECTS:

6

Credit points are applicable to:

B.Sc. BWL PNPM: Allgemeine BWL
B.Sc. VWL: BWL, Wirtschaftsinformatik

universität freiburg

Chair:

Prof. Dr. Dirk Neumann
Department of Information Systems
Albert-Ludwigs-Universität Freiburg
Rempartstraße 10-16
79098 Freiburg