

ISOM 2600 Introduction to Business Analytics

Course Description

Instructor: Inchi Hu, Chair Professor of ISOM, Room 4076, 2358-7734 (O) Email :imichu@ust.hk

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Class Meets: Thur 15:00 – 16:50

Objective and intended learning outcomes

This course introduces students with the necessary foundation to apply data analytics to real-world challenges they will confront in their future career. It covers statistical tools in descriptive analytics and predictive analytics, including multiple linear regression, logistic regression, classification, and clustering. The emphasis is on business applications, understanding and interpretation of data analytic results, rather than theory and calculations. Students use a computer software for data analysis.

Course materials

Lecture notes will be posted on course website before each lecture

Reference book: “Python Data Science Handbook” by Jake Vanderplas

Assessment

Assignments + Attendance/Participation + Final Project

Class Schedule

<u>Sessions</u>	<u>Date</u>	<u>Topics</u>
1	April 9	Introduction to multiple regression
2	April 16	Transformation and interaction of variables
3	April 23	Regression model selection
4	April 30	Classification and supervised learning I
5	May 7	Classification and supervised learning II
6	May 14	Clustering and unsupervised learning