

# **ANL309 Business Analytics Applications**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

This course aims to equip students with the knowledge of various applications of business analytics in different industries. The course covers data mining applications used specifically in various industries, including fault detection in manufacturing sector, cross-selling and up-selling for service providers (for e.g., telecommunication) and customer loyalty, retention and churn in the retail sector. Towards the end of the course, issues in deployment of data mining models are also discussed.

## **Topics:**

- Fraud Detection
- Target Marketing
- Model Latency
- Oversampling
- Product bundling
- Customer Segmentation
- Churn Modeling
- Deployment: Association versus Causality
- Conditions for Causality
- Placebo, Nocebo and Others
- Alternative Explanations
- Deployment Issues

## **Textbooks:**

: Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management John Wiley & Sons

ISBN-13: 9781118275603

: Data Mining Applications for Small and Medium Enterprises

ISBN-13: BN-0149

**Learning Outcome:**

- Examine the different modelling techniques used
- Describe the different data mining application used in different industries
- Discuss issues related to the deployment of data mining models.
- Evaluate the application of business analytics in different industries
- Recommend the appropriate analytics techniques to derive useful information to support decision-making for a variety of business problems
- Critique the application of business analytics in different industries

**Assessment Strategies (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>