

# **ANL310 Business Analytics Applications and Issues**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

ANL310 Business Analytics Applications and Issues 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 Applications for Small and Medium Enterprises  
ISBN-13: BN-0149

**Learning Outcome:**

- Compare the different modelling techniques used in different industries
- 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 - Regular Semester (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PARTICIPATION 1	10
	TUTOR-MARKED ASSIGNMENT 1	20
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.