

Indian School of Business
Business Analytics using Data Mining

	Session ID	Topics
Introduction	S01	<ul style="list-style-type: none"> • Business Analytics Applications • Introduction to <i>Supervised</i> and <i>Unsupervised</i> machine learning techniques • Explaining vs. Prediction
Supervised Learning	S02	<ul style="list-style-type: none"> • Data Partitioning in Supervised Learning • Linear Regression for prediction • Prediction goals and performance
	S03	<ul style="list-style-type: none"> • Profiling vs. Classification • Logistic Regression for classification
	S04	<ul style="list-style-type: none"> • Classification goals and performance
	S05	<ul style="list-style-type: none"> • K-NN • Naïve Bayes
	S06	<ul style="list-style-type: none"> • CART • Ensembles • Multi-class classification
Unsupervised Learning	S07	<ul style="list-style-type: none"> • Dimension Reduction: Principal Component Analysis • Data Preparation and Visualization
	S08	<ul style="list-style-type: none"> • Cluster Analysis: Hierarchical and K-means clustering • Data Visualization
	S09	<ul style="list-style-type: none"> • Generalized vs. personalized recommender systems • Association Rules
Project	S10	<ul style="list-style-type: none"> • In-class project presentation