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Title: Data Analytics  
Status: Definitive  
Code: **5510DAV** (128038)  
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering  
Teaching School/Faculty: German Academy for Foreign Trade and Logistics

Team	Leader
Ben Matellini	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 81.5  
**Total Learning Hours:** 200      **Private Study:** 118.5

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	40
Workshop	40

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	Written Exam	50	1.5
Presentation	Pres	Presentation	50	

### Aims

*To understand different concepts of data warehousing and different methods of data mining.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Plan and draft data warehouse-systems
- 2 Apply different methods in data mining
- 3 Use data analyses to enforce and support decision making in business

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Written Exam	1	2
Presentation	2	3

### **Outline Syllabus**

#### *1. Data Warehousing*

- Fundamentals*
- Architectures and Phases*
- Data Models*
- Concepts and Set-Ups*

#### *2. Data Mining*

- Aims and Main Principles*
- Preparing Data*
- Methods of Analysis*
- Diagnosis*

### **Learning Activities**

Integrated series of formal lectures and tutorials

### **Notes**

Data warehouses and their architecture are fundamental for managing data. Students will learn about the influence of data warehouses on issues and projects in data mining. Different concepts and set-ups will be studied and evaluated based on application. Students will also learn how to effectively prepare and analyze data to support decision making processes in business. Formal lectures will be supported by student group works which will be supervised by lecturers. Small group work projects will be carried out and presented for assessment.