

### Summary Information

Module Code	6209COMP
Formal Module Title	Business Intelligence
Owning School	Computer Science and Mathematics
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Computer Science and Mathematics

### Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	11
Tutorial	11

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

### Aims and Outcomes

Aims	To apply data analysis approaches to business problems using statistical and machine learning approaches.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Critically evaluate the technological and statistical options available for solving business problems.
MLO2	2	Identify and apply appropriate statistical techniques and machine learning approaches to business problems using a suitable software application.

**Module Content**

Outline Syllabus	Statistical modelling Data acquisition SamplingData preparationData CleaningData warehousingAssumption testing for statistical modellingPrincipal Component AnalysisLinear Modelling Cluster analysisDecision trees, Random Forests Classification modellingPredictive modellingAssessing statistical models
Module Overview	This is a practical module that generates analytical modelling experience, developing hands-on experience of business intelligence applications. You will learn to critically evaluate the technological and statistical options available for solving business problems, and to identify and apply appropriate statistical techniques and machine learning approaches to business problems using a suitable software application.
Additional Information	This is a practical module that generates analytical modelling experience, developing hands-on experience of business intelligence applications.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Case study modelling	100	0	MLO1, MLO2

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Alessandro Raschella	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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