

MN3515 Business Data Analytics

View Online



[1]

8 Questions Every Business Analyst Should Ask | Modern Analyst:
<http://www.modernanalyst.com/Resources/Articles/tabid/115/ID/179/8-Questions-Every-Business-Analyst-Should-Ask.aspx>.

[2]

A Stakeholder Interview Checklist | Boxes and Arrows: 2013.
<http://boxesandarrows.com/a-stakeholder-interview-checklist/>.

[3]

A Taxonomy of Data Science | Dataists: 2010.
<https://web.archive.org/web/20210728133552/http://www.dataists.com/2010/09/a-taxonomy-of-data-science/>.

[4]

Agrawal, R. et al. 1993. Mining Association Rules Between Sets of Items in Large Databases. ACM SIGMOD Record. 22, 2 (1993), 207–216.
DOI:<https://doi.org/10.1145/170035.170072>.

[5]

Berlinger, E. et al. 2015. Mastering R for Quantitative Finance. Packt Publishing.

[6]

Big Data: The Next Frontier for Innovation, Competition, and Productivity | McKinsey & Company: 2011.

<https://web.archive.org/web/20200606014002/https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/big-data-the-next-frontier-for-innovation>.

[7]

Bordeaux Wine Vintage Quality and the Weather: <http://www.liquidasset.com/orley.htm>.

[8]

Brynjolfsson, E. 2011. Strength in Numbers: How Does Data-Driven Decisionmaking Affect Firm Performance? SSRN Electronic Journal. (2011).

DOI:<https://doi.org/10.2139/ssrn.1819486>.

[9]

Buytendijk, F. and Heiser, J. 2013. Confronting the Privacy and Ethical Risks of Big Data. Financial Times. (Sep. 2013).

[10]

Chapman, P. 2000. CRISP-DM 1.0: Step-by-Step Data Mining Guide. SPSS.

[11]

Dallaway, E. 2015. Ten Data-Driven Sporting Victories - Part One | Technology. The Guardian. (Mar. 2015).

[12]

Dallaway, E. 2015. Ten Data-Driven Sporting Victories - Part Two | Technology. The Guardian. (Mar. 2015).

[13]

Daróczy, G. et al. 2013. Introduction to R for Quantitative Finance. Packt Publishing.

[14]

Data Scientists Want Big Data Ethics Standards | InformationWeek: 2014.
<http://www.informationweek.com/big-data/big-data-analytics/data-scientists-want-big-data-ethics-standards/d/d-id/1315798>.

[15]

Datasets for Data Mining and Data Science:
<http://www.kdnuggets.com/datasets/index.html>.

[16]

Davenport, T. 2007. The Dark Side of Customer Analytics. Harvard Business Review. (2007).

[17]

Decision Support Systems Resources | DSSResources: <http://dssresources.com/>.

[18]

Deloitte and Ibm, We're Facing a Huge Uk Digital Skills Gap - Infographic | Ignite:
<https://www.ignite.digital/uk-digital-skills-gap-infographic/>.

[19]

Egger, D. Business Metrics for Data-Driven Companies: 20-Item Checklist | Onyx Reporting.

[20]

Fayyad, U. et al. 1996. The KDD Process for Extracting Useful Knowledge From Volumes of Data (Knowledge Discovery in Databases). Communications of the ACM. 39, 11 (1996), 27-34. DOI:<https://doi.org/10.1145/240455.240464>.

[21]

Gerber, A.S. et al. 2008. Social Pressure and Voter Turnout: Evidence from a Large-Scale Field Experiment. *The American Political Science Review*. 102, 1 (2008), 33–48.

[22]

Go, A. et al. Twitter Sentiment Classification using Distant Supervision.

[23]

Goldfarb, A. and Tucker, C.E. 2011. Privacy Regulation and Online Advertising. *Management Science*. 57, 1 (2011), 57–71. DOI:<https://doi.org/10.1287/mnsc.1100.1246>.

[24]

Hahsler, M. et al. Introduction to Arules – A Computational Environment for Mining Association Rules and Frequent Item Sets.

[25]

Hays, C.L. 2004. What Wal-Mart Knows About Customers' Habits. *The New York Times*. (Nov. 2004).

[26]

How to Become a Data Scientist (Part 1/3) – Towards Data Science A Medium:
https://medium.com/towards-data-science/how-to-become-a-data-scientist-part-1-3-8706a62b809e?imm_mid=0f59d0&cmp=em-data-na-na-newsltr_20170823.

[27]

How to Use Customer Behavior Data to Drive Revenue (Like Amazon, Netflix & Google):
<https://www.pointillist.com/blog/customer-behavior-data/>.

[28]

How to Use Customer Behavior Data to Drive Revenue (Like Amazon, Netflix & Google) | Pointillist:
<https://web.archive.org/web/20221020180045/https://www.pointillist.com/blog/customer-behavior-data/>.

[29]

How to Use read.csv() to Import Data in R:
<http://www.dummies.com/programming/r/how-to-use-read-csv-to-import-data-in-r/>.

[30]

Hype Cycle for Business Intelligence and Analytics, 2016:
<https://www.gartner.com/document/code/290879?ref=grbody&refval=3574217>.

[31]

Hype Cycle for Data Science, 2016:
<https://www.gartner.com/document/code/303293?ref=grbody&refval=3574217>.

[32]

IBM Big Data and Analytics - Case Studies - United Kingdom: 2015.
<https://web.archive.org/web/20150221100253/http://www.ibm.com/big-data/uk/en/big-data-and-analytics/case-studies.html>.

[33]

IBM Cognos Analytics on Cloud - United Kingdom:
<https://web.archive.org/web/20210604092138/https://www.ibm.com/uk-en/products/cognos-analytics>.

[34]

IBM Watson: The Inside Story of How the Jeopardy-Winning Supercomputer Was Born, and What It Wants to Do Next | TechRepublic: 2013.
<http://www.techrepublic.com/article/ibm-watson-the-inside-story-of-how-the-jeopardy-winning-supercomputer-was-born-and-what-it-wants-to-do-next/>.

[35]

Interacting With Stakeholders as a Business Analyst: Who Are You Dealing With? | Captech Consulting: 2013.

<https://web.archive.org/web/20151015043859/https://www.captechconsulting.com/blogs/interacting-with-stakeholders-as-a-business-analyst-who-are-you-dealing-with>.

[36]

ITScore for BI and Analytics:

<https://www.gartner.com/document/code/314086?ref=grbody&refval=3574217>.

[37]

Jain, D. and Gautam, S. Implementation of Apriori Algorithm in Health Care Sector: A Survey. International Journal of Computer Science and Communication Engineering. 2, 4, 26–32.

[38]

Jeet, P. and Vats, P. 2017. Learning Quantitative Finance with R. Packt Publishing.

[39]

Kenny, G. 2014. Five Questions to Identify Key Stakeholders. Harvard Business Review. (Mar. 2014).

[40]

Lee, L. and Pang, B. Opinion Mining and Sentiment Analysis [open access]. Foundations and Trends in Information Retrieval. 2, 1-2, 1–135.

[41]

Lehmann, J. and Joseph, S. 2009. Biochar for Environmental Management: Science and Technology. Earthscan.

[42]

Lewis, M. 2004. Moneyball: The Art of Winning an Unfair Game. W.W. Norton & Company.

[43]

Lewis, M. 2004. Moneyball: The Art of Winning an Unfair Game. W.W. Norton & Company.

[44]

Miller, B. 2011. Moneyball. Columbia Pictures.

[45]

Moro, S. et al. 2014. A Data-Driven Approach to Predict the Success of Bank Telemarketing. Decision Support Systems. 62, (2014), 22–31.
DOI:<https://doi.org/10.1016/j.dss.2014.03.001>.

[46]

Preventing Customer Churn With Better Data Analytics: 2015.
<https://www.digitalistmag.com/industries/banking/2015/06/23/preventing-customer-churn-with-better-data-analytics-3-02974982>.

[47]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[48]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[49]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[50]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[51]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[52]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[53]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[54]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[55]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[56]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[57]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[58]

Provost, F. and Fawcett, T. 2013. Data Science for Business. O'Reilly.

[59]

Seven Ways to Make up Data: Common Methods to Imputing Missing Data | The Analysis Factor:
<https://www.theanalysisfactor.com/seven-ways-to-make-up-data-common-methods-to-imputing-missing-data/>.

[60]

Sharda, R. et al. 2014. Business Intelligence: A Managerial Perspective on Analytics. Pearson.

[61]

Sharda, R. 2014. Business Intelligence: A Managerial Perspective on Analytics. Pearson.

[62]

Sharda, R. 2014. Business Intelligence: A Managerial Perspective on Analytics. Pearson.

[63]

Sherman, R. 2014. Business Intelligence Guidebook: From Data Integration to Analytics. Morgan Kaufmann.

[64]

Sherman, R. 2015. Business Intelligence Guidebook: From Data Integration to Analytics. Elsevier/Morgan Kaufmann.

[65]

SIGKDD: <http://kdd.org/>.

[66]

Six Effective Elicitation Questions to Ask Your Stakeholders | BA Times: 2012.
<http://www.batimes.com/articles/six-effective-elicitation-questions-to-ask-your-stakeholder>

s.html.

[67]

Stakeholder Analysis and Management | ExpertBA: 2013.

<https://web.archive.org/web/20161028033209/http://expertbusinessanalyst.com/stakeholder-analysis-and-management/>.

[68]

TDWI | Advancing All Things Data | Business Intelligence, Data Warehousing, Analytics | Education & Research: <https://tdwi.org/Home.aspx>.

[69]

Teradata University Network: <http://www.teradatauniversitynetwork.com/>.

[70]

The Case for Data Ethics | Accenture Outlook:

<https://www.accenture.com/gb-en/insight-outlook-case-data-ethics>.

[71]

Top 10 Strategic Technology Trends for 2017: Artificial Intelligence and Advanced Machine Learning:

<https://www.gartner.com/document/code/319573?ref=grbody&refval=3645332>.

[72]

UCI Machine Learning Repository: Data Sets: <https://archive.ics.uci.edu/ml/datasets.php>.

[73]

UK Government Statistics: <https://www.gov.uk/government/statistics>.

[74]

U.S. Data and Statistics | USA.gov: <https://www.usa.gov/statistics>.

[75]

Webinars and Videos On Demand:

https://www.rstudio.com/resources/webinars/?mkt_tok=eyJpIjoiWVdNNFltTXlaREUxWIRVMylslnQiojZ0NHNklzc0tPPTNldzFmaHNFaU5YOGJFcEVSZU81NWpxYThOb0ZFZGVIWjFaSTc1cFftZzQ0cWxNbU9MMW1seFFKSGZ2aXFjZ1pSRGs5UFRnYkt2Wko1a1lclZncl1hFblZxRkdOWXpGTVF3PSJ9.

[76]

Welcome! | Score a Hit!

<https://web.archive.org/web/20160704080559/http://www.scoreahit.com/>.

[77]

Why Big Data Is on the Rise | Foreign Affairs: 2013.

<https://www.foreignaffairs.com/articles/2013-04-03/rise-big-data>.

[78]

Zhang, C. and Zhang, S. Association Rule Mining. Springer Berlin Heidelberg.

[79]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning.

[80]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[81]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[82]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning.

[83]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[84]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning.

[85]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[86]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[87]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[88]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[89]

Zumel, N. and Mount, J. 2014. Practical Data Science With R. Manning Publications Co.

[90]

2013. IBM's Watson Computer Plays Jeopardy!!! | YouTube.

[91]

2014. Watson and the Jeopardy! Challenge.