NPTEL Video Course - Computer Science and Engineering - NOC:Business Intelligence and Analytics

Subject Co-ordinator - Prof. Saji K Mathew

Co-ordinating Institute - IIT - Madras

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

Lecture 1 - Introduction to Business Intelligence and Analytics
Lecture 2 - Patterns in Data
Lecture 3 - Vocabulary of Business Analytics
Lecture 4 - Course Overview
Lecture 5 - Case: Bizocity Scoring at AT&T
Lecture 6 - Business Intelligence Architecture
Lecture 7 - Data Management
Lecture 8 - Online Transaction Processing
Lecture 9 - Introduction To SQL
Lecture 10 - Normalisation
Lecture 11 - Shopsense Case in MySQL Workbench
Lecture 12 - Online Analytical Processing
Lecture 13 - Descriptive Data Analytics
Lecture 14 - Churn Analysis
Lecture 15 - Customer Lifetime Value
Lecture 16 - NPV-CLV Spreadsheet Analysis
Lecture 17 - Analytics Process
Lecture 18 - Introduction to Statistical Learning and Data Pre-Processing
Lecture 19 - Data Mining Process
Lecture 20 - Overview of Data Mining Techniques
Lecture 21 - Analytics Process Case
Lecture 22 - Introduction to Classification
Lecture 23 - Scoring Models
Lecture 24 - Classifier Performance
Lecture 25 - Decision Trees
Lecture 26 - Attribute Selection
Lecture 27 - Growing a Decision Tree
Lecture 28 - Decision Tree Application - Part 1
Lecture 29 - Decision Tree Application - Part 2

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Lecture 30 - Classification Demo - 1
Lecture 31 - Classification Demo - 2
Lecture 32 - Cluster Analysis
Lecture 33 - Clustering Techniques - Part 1
Lecture 34 - Clustering Techniques - Part 2
Lecture 35 - K-Means Clustering
Lecture 36 - Implementation in Python: Clustering for segmentation and profiling
Lecture 37 - RFM Analysis
Lecture 38 - Trendhub Case on RFM
Lecture 39 - RFM and Clustering
Lecture 40 - Artificial Neural Network
Lecture 41 - ANN Training
Lecture 42 - ANN for Financial Time Series Modelling
Lecture 43 - Implementation in Python: ANN
Lecture 44 - Introduction Text Mining
Lecture 45 - Text Mining Process
Lecture 46 - Text mining Using R - The Case of a Movie Discussion Forum
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