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# University of Pretoria Yearbook 2017

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## The science of data analytics 353 (STK 353)

**Qualification** Undergraduate

**Faculty** [Faculty of Economic and Management Sciences](#)

**Module credits** 25.00

**Programmes** [BCom Statistics](#)

[BSc Actuarial and Financial Mathematics](#)

[BSc Mathematical Statistics](#)

[BScAgric Agricultural Economics and Agribusiness Management](#)

**Service modules** Faculty of Natural and Agricultural Sciences

**Prerequisites** STK 210, STK 220 or WST 211, WST 221

**Contact time** 3 lectures per week, 1 practical per week

**Language of tuition** Module is presented in English

**Academic organisation** Statistics

**Period of presentation** Semester 2

### Module content

Sampling: basic techniques in probability, non-probability, and sampling methods. Designing experiments: experimental and control groups, different data types and relationships. Big and small data: exploring popular trends used in practice. Consultation practice: ethical considerations, study design, data collection and presentation, report writing and presentation. Hands-on application of statistical software and packages to real-life datasets.

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