

University of Pretoria Yearbook 2020

Text and behavioural analytics 725 (EKT 725)

Qualification Postgraduate

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

Module credits 15.00

Programmes [BComHons Mathematical Statistics](#)

[BComHons Statistics and Data Science](#)

[BScHons Mathematical Statistics](#)

[BScHons Statistics and Data Science](#)

Prerequisites STK 353

Contact time 1 lecture per week

Language of tuition Module is presented in English

Department Statistics

Period of presentation Semester 2

Module content

Mixtures of distributions and regressions, frequentist and Bayes estimation. Latent components, soft allocation and belongings. Applications in unstructured data, including text data. Identification and interpretation of behavioural patterns.

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