



University of Pretoria Yearbook 2022

Text and behavioural analytics 725 (EKT 725)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	15.00
NQF Level	08
Programmes	BComHons (Mathematical Statistics) BComHons (Statistics and Data Science) BScHons (Mathematical Statistics) BScHons (Statistics and Data Science)
Prerequisites	Admission to either BScHons Mathematical Statistics or BComHons Mathematical Statistics or BScHons Statistics and Data Science or BComHons Statistics and Data Science
Contact time	1 lecture per week
Language of tuition	Module is presented in English
Department	Statistics
Period of presentation	Semester 1 or 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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