

University of Pretoria Yearbook 2018

The science of data analytics 353 (STK 353)

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| 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 | 1 practical per week, 3 lectures per week |
| Language of tuition | Module is presented in English |
| Department | Statistics |
| Period of presentation | Semester 2 |

Module content

Sampling: basic techniques in probability, non-probability, and resampling 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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