

# University of Pretoria Yearbook 2019

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

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| <b>Qualification</b>          | Undergraduate  |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a>  |
| <b>Module credits</b>         | 25.00  |
| <b>Programmes</b>             | <a href="#">BCom Statistics</a><br><a href="#">BSc Computer Science</a><br><a href="#">BSc Applied Mathematics</a><br><a href="#">BSc Mathematical Statistics</a><br><a href="#">BSc Mathematics</a><br><a href="#">BSc Physics</a><br><a href="#">BScAgric Agricultural Economics and Agribusiness Management</a> |
| <b>Service modules</b>        | Faculty of Natural and Agricultural Sciences   |
| <b>Prerequisites</b>          | STK 210, STK 220 or WST 211, WST 221   |
| <b>Contact time</b>           | 1 practical per week, 3 lectures per week  |
| <b>Language of tuition</b>    | Module is presented in English   |
| <b>Department</b>             | Statistics   |
| <b>Period of presentation</b> | 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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