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# University of Pretoria Yearbook 2016

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

<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> <a href="#">BSc Actuarial and Financial Mathematics</a> <a href="#">BSc Mathematical Statistics</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>	English
<b>Academic organisation</b>	Statistics
<b>Period of presentation</b>	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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