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# University of Pretoria Yearbook 2020

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## Text and behavioural analytics 725 (EKT 725)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Faculty of Economic and Management Sciences</a>
<b>Module credits</b>	15.00
<b>Programmes</b>	<a href="#">BComHons Mathematical Statistics</a> <a href="#">BComHons Statistics and Data Science</a> <a href="#">BScHons Mathematical Statistics</a> <a href="#">BScHons Statistics and Data Science</a>
<b>Prerequisites</b>	STK 353
<b>Contact time</b>	1 lecture 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

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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