

University of Pretoria Yearbook 2021

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 BSchHons Mathematical Statistics BSchHons Statistics and Data Science
Prerequisites	Admission to either BSchHons Mathematical Statistics or BComHons Mathematical Statistics or BSchHons 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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