

University of Pretoria Yearbook 2025

The science of data analytics 353 (STK 353)

Qualification	Undergraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	18.00
NQF Level	07
Programmes	BCom specialising in Information Systems
	BCom specialising in Investment Management
	BCom specialising in Statistics and Data Science
	Bachelor of Information Technology in Information Systems [BIT]
	BSc in Computer Science
	BSc in Information Technology in Information and Knowledge Systems
	BSc in Applied Mathematics
	BSc in Chemistry
	BSc in Chemistry 4-year programme
	BSc in Mathematical Statistics
	BSc in Mathematics
	BSc in Mathematics 4-year programme
	BSc in Meteorology
	BSc in Meteorology 4-year programme
	BSc in Physics
	BSc in Physics 4-year programme
Service modules	Faculty of Natural and Agricultural Sciences
Prerequisites	WST 212
Contact time	1 practical per week, 2 lectures per week
Language of tuition	Module is presented in English
Department	Statistics
Period of presentation	Semester 2

Module content

Introduction to coding: data types, basic arithmetic, logical comparisons, functions, loops, conditional statements, packages. Data exploration and visualisation. Visualisation best practices. Data wrangling: data cleaning, missing values, duplicate data, outliers. Data transformation. Principal component analysis. Statistical coding. Algorithmic thinking. Sampling: basic techniques in probability, non-probability, and resampling methods, Monte Carlo, probability integral transformation, bootstrap method, acceptance/rejection algorithm. Machine learning: train/test split, performance metrics, classification and clustering, performance metrics, cross-validation. Supervised and unsupervised learning: linear regression, decision tree, random forest, naïve Bayes, K-nearest neighbour, hierarchical clustering. Interpretation and communication of results. Text mining and analytics: topic modelling and word embeddings. Statistical concepts are demonstrated and interpreted through practical coding and simulation within a data science framework.

General Academic Regulations and Student Rules

The [General Academic Regulations \(G Regulations\)](#) and [General Student Rules](#) apply to all faculties and registered students of the University, as well as all prospective students who have accepted an offer of a place at the University of Pretoria. On registering for a programme, the student bears the responsibility of ensuring that they familiarise themselves with the General Academic Regulations applicable to their registration, as well as the relevant faculty-specific and programme-specific regulations and information as stipulated in the relevant yearbook. Ignorance concerning these regulations will not be accepted as an excuse for any transgression, or basis for an exception to any of the aforementioned regulations. The G Regulations are updated annually and may be amended after the publication of this information.

Regulations, degree requirements and information

The faculty regulations, information on and requirements for the degrees published here are subject to change and may be amended after the publication of this information.

University of Pretoria Programme Qualification Mix (PQM) verification project

The higher education sector has undergone an extensive alignment to the Higher Education Qualification Sub-Framework (HEQSF) across all institutions in South Africa. In order to comply with the HEQSF, all institutions are legally required to participate in a national initiative led by regulatory bodies such as the Department of Higher Education and Training (DHET), the Council on Higher Education (CHE), and the South African Qualifications Authority (SAQA). The University of Pretoria is presently engaged in an ongoing effort to align its qualifications and programmes with the HEQSF criteria. Current and prospective students should take note that changes to UP qualification and programme names, may occur as a result of the HEQSF initiative. Students are advised to contact their faculties if they have any questions.