Overview

This course is an introduction to data mining and exploratory data analysis, including text and web mining. Topics include the use of data exploration methods to prepare data, familiarization with commercial data types commonly used for data mining, the use of statistical and data mining software, including R, SAS and SPSS, and the comparison and classification of data mining methods.

Competencies

- **Introduction to Data Mining**
  The graduate describes the purposes, processes, and lifecycle of data mining.

- **Data Exploration and Preparation**
  The graduate uses methods to explore and prepare data.

- **Statistical Tools, Techniques and Methods**
  The graduate describes commercial data types commonly used for data mining.

- **Software Comparison**
  The graduate compares statistical and data mining software.

- **Data Mining Methods**
  The graduate compares and classifies data mining methods.

Learning

**Getting Started**

Welcome to Data Mining and Analytics I. This course uses Wiley Engage learning resources which contain all of the necessary reading materials, interactive learning activities, knowledge checks, and labs. For the best understanding of the course content, complete each module assigned. To help you track your progress, we suggest you follow the pacing guide identified at the beginning of the course. Your competence will be demonstrated by the successful completion of an objective assessment.

Note: Use of the Data Analytics Lab Sandbox link, located within the Course Information portion of the course, will take you directly to the MSDA Program lab environment. Select the “Go to Course Materials” button to begin.
Course Information

Data Analytics Lab Sandbox
Accessibility Policy
Student Success Centers
First Attempt Checklist