



浙江大學

**DATA577**

**Data Analytics and Decisions**

# DATA577

## Data Analytics and Decisions

### Instructor Contact Details

Lecturer-in-charge: Dr. Yang Yang

Email: wlwyxy\_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email to: wlwyxy\_29@zju.edu.cn

### Teaching Times, Modes and Locations

Course Duration: 23 Dec 2024 to 10 Jan 2025

Modes: Online/Face-to-face

Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

### Academic Level

Undergraduate

### Credit Points:

The course is worth 6 units of credit point.

### Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

### Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### Course Description:

In this unit, students will learn to process, integrate, and summarize data from diverse models common in data science projects. The course will also enhance their programming skills using a statistical programming language and introduce them to statistical machine learning. Students will develop the skills to analyze different types of data to answer scientific questions, equipping them to tackle everyday data challenges. This unit offers a comprehensive overview of Data Science, serving as a foundation for further studies and fostering an appreciation of its importance in the modern world. Key topics include databases, data analytics, data mining, Bayesian statistics, statistical software, econometrics, machine learning, and business forecasting, applied within the contexts of Computer Science, Economics, Mathematics, and Statistics.

### Prerequisite:

Prior knowledge in fundamental accounting is required for taking this course.

### Learning Resources

- Larsen, Richard J. "Introduction to Mathematical Statistics and Its Applications." (2013).
- Baumer, Benjamin S., Daniel T. Kaplan, and Nicholas J. Horton. Modern data science with R. Chapman and Hall/CRC, 2017.

### Learning Objectives

By the end of this course, you should be able to:

- Develop and apply statistical analysis skills to formulate domain-specific questions, perform appropriate parametric or non-parametric tests, and construct, interpret, and compare data summaries using numerical and graphical methods.
- Acquire proficiency in data extraction, combination from multiple resources, and the use of software version control systems, alongside creating reproducible reports and performing statistical computations and simulations using R/RStudio.
- Implement and evaluate linear models to describe relationships between multiple factors, perform regression analysis, draw causal inferences, and apply various data visualization tools to communicate findings effectively.

### Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research,

case study, small tests, assignments, online field trip(s), in-class activities, revision, and final exam.

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to Data	Lecture; Tutorial
1	Identifying the Types of Variables Included	Lecture; Tutorial
1	Thinking with Probabilities Exploring Data	Lecture; Tutorial
1	Data from Case Control Study	Lecture; Tutorial
1	Survey Research	Lecture; Tutorial
2	Multiple Factors Comparison	Lecture; Tutorial
2	Seminar	
2	Learning and Prediction	Lecture; Tutorial
2	Predicting Outcomes Using Linear Regression	Lecture; Tutorial
2	Quiz	Closed book
2	Introduction to Econometrics	Lecture; Tutorial
3	Linear and Logistic Regression	Lecture; Tutorial
3	Data collection, Selection bias, Designing experiments	Lecture; Tutorial
3	Confounding Variables	Lecture; Tutorial
3	Decision and Classification Trees	Lecture; Tutorial
3	Probability	Lecture; Tutorial

3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

**High Distinction 85-100**

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

**Distinction 75-84**

- Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

**Credit 65-74**

- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

**Pass 50-64**

- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

**Fail 0-49**

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

### Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

### Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.