MSA 8225: Analytical Meth Txt/Web Mng

This course focuses on text and web mining and their applications. Roughly 80% of data is unstructured. However, it is difficult to work with unstructured data. This course covers techniques for mining text and web data to improve business decision making. Topics include text/web retrieval, classification/clustering, transforming text data into a structured format, text summarization, and social network analysis. Students will also be exposed to big data issues and interact with web APIs from popular web sites for data collection.

Credits: 3.0

Prerequisites:

MSA 8100 and MSA 8110 and MSA 8115 and MSA 8220 :Y

Program: MSA (Business Analytics)