

COURSE: MACHINE LEARNING & BIG DATA ANALYTICS

In this course, you will learn how to leverage Machine Learning and Big Data Analytics to make data-driven decisions and develop innovative solutions. A central focus is on applying Artificial Intelligence (AI) in data analysis and managing large datasets.

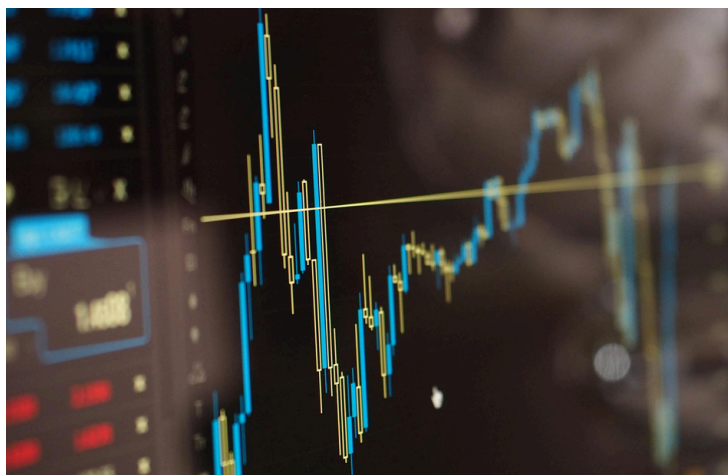
Qualification targets:

- Understanding big data analysis & predictive analytics
- Learn how to use an advanced analytics tool
- Applying data mining and CRM
- Be able to perform predictive analytics-based analyses



Contents:

- Tool training Advanced Analytics Platform KNIME
- Big Data & Innovation: Introduction, technology and methods
- Introduction to machine learning & predictive analytics
- Machine Learning – Methods
- CRM analytics: use cases, introduction to personalisation, practical examples
- Natural Language Processing: Use Cases



Certificate degree:

Digital further education at university level – our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

Organization:

Lecturer: Prof. Dr. Sebastian Moll, Dr. Stefanie Seifert

Workload: 150 hours

Framework: Lecture, discussions, exercises and case studies

Examination: Student research project (100%)

Course Language: English