

Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY UTTAR PRADESH, LUCKNOW



Evaluation Scheme & Syllabus

For

Minor Degree / Specialization

in

Data Science

School of Computer Science in Emerging Technologies

(Effective from the Session: 2023-24)

Minor Degree / Specialization

Data Science EVALUATION SCHEME

| Sl. No. | Subject | Subject Codes | Р | erio | ds | Evaluation Scheme | | | En Seme | | Total | Credit | Sem | |
|------------|-----------|---|---|------|----|-------------------|----|-------|------------|-----|-------|--------|-----|-----|
| 110. | Codes | | L | Т | Р | AA | QZ | TOTAL | PS | ТЕ | TE PE | | | |
| 1 | AMSDS0301 | Introduction To Data Science | 3 | 0 | 0 | 25 | 25 | 50 | | 100 | | 150 | 3 | III |
| 2 | AMSDS0401 | Artificial Intelligence & Machine Learning | 3 | 0 | 0 | 25 | 25 | 50 | | 100 | | 150 | 3 | IV |
| 3 | AMSDS0501 | Analyzing, Visualizing, And Applying Data Science with Python | 3 | 0 | 0 | 25 | 25 | 50 | | 100 | | 150 | 3 | v |
| 4 | AMSDS0601 | Web Data Mining | 3 | 0 | 0 | 25 | 25 | 50 | | 100 | | 150 | 3 | VI |
| 5 | AMSDS0701 | Business Intelligence and Data Visualization | 3 | 0 | 0 | 25 | 25 | 50 | | 100 | | 150 | 3 | VII |
| 6 | AMSDS0351 | Introduction To Data Science Lab | 0 | 0 | 2 | | | | 25 | | 25 | 50 | 1 | III |
| 7 | AMSDS0451 | Artificial Intelligence & Machine Learning Lab | 0 | 0 | 2 | | | | 25 | | 25 | 50 | 1 | IV |
| 8 | AMSDS0551 | Analyzing, Visualizing, And Applying Data Science with Python Lab | 0 | 0 | 2 | | | | 25 | | 25 | 50 | 1 | v |
| 9 | AMSDS0751 | Capstone Project | 0 | 0 | 2 | | | | 50 | | 50 | 100 | 2 | VII |
| | | GRAND TOTAL | | | | | | | | | | 1000 | 20 | |

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, AA: Assignment Assessment, QZ: Quiz, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

Branch wise Minor Degree / Specialization Details

| S.no. | Name of Minor Degree/Specialization | Streams/Branches of B.Tech. Programs whose students are eligible to opt for the Minor Degree | Streams/Branches of B.Tech. Programs whose students are eligible to opt for the Specialization |
|-------|---|--|---|
| 1 | Artificial Intelligence and Machine Learning | All Branches except CSE and EC related Branches | CSE and EC related Branches |
| 2 | Data Science | All Branches except CSE and EC related Branches | CSE and EC related Branches |
| 3 | E-mobility | All Branches except ME related Branches | Only ME Branch |
| 4 | VLSI Design | All Branches except EC related Branches | Only EC Branch |

Guidelines for assessment of Minor Degree / Specialization Program

For Theory Paper

| Intern | al (50) | |
|-------------------------------|--|--------------------------------|
| AA (25) | QZ (25) | External (100) |
| 5 Assignments of 5 marks each | 5 Quiz papers of 5 marks each | Theory Examination will be |
| | • C = L | Conduct at the end of Semester |

For Practical Paper

| Internal (25) | External (25) |
|---------------------------------------|---|
| On the basis of continuous Assessment | Practical Examination will be Conduct at the end of Semester |

| | AMSDS0301 | LTP | Credits |
|---|--|---------------|---|
| Course title | INTRODUCTION TO DATA SCIENCE | 3 0 0 | 3 |
| Demonstrate ar | tive: To Provide the knowledge and expertise to become n understanding of statistics and machine learning concepts the n code to statistically analyse a dataset. | | |
| Pre-requisites | Statistics, Basics of Python. | | |
| | Course Contents / Syllabus | | |
| UNIT-I | Introduction | | 7 Hours |
| Introduction to D Science. | Data Science, Different Sectors using Data science, Purpose and C | Components | of Python in Data |
| UNIT-II | Data Analytics and Techniques | | 7 Hours |
| • | Process, Knowledge Check, Exploratory Data Analysis (EDA), I Technique, Data Analytics Conclusion and Predictions. | EDA- Quan | titative technique, |
| UNIT-III | | | |
| UINI I - III | Data Extraction and Feature Generation | | 11 Hours |
| Feature Generati | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise | 0 | application: user |
| Feature Generati (customer) reten | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise | 0 | application: user |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise n algorithms. | se, and place | application: user for imagination)- 10 Hours |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise in algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exa | se, and place | application: user for imagination)- 10 Hours |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertisen algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exa se: create your own visualization of a dataset. | amples of ir | application: user for imagination)- 10 Hours aspiring (industry) 7 Hours |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I back at Data Sci | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertisen algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exase: create your own visualization of a dataset. Applications & Ethics of Data Science Data Science, Data Science and Ethical Issues- Discussions on pr | amples of ir | application: user for imagination)- 10 Hours aspiring (industry) 7 Hours |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I back at Data Sci | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise n algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exa se: create your own visualization of a dataset. Applications & Ethics of Data Science Data Science, Data Science and Ethical Issues- Discussions on principles. | amples of ir | application: user for imagination)- 10 Hours aspiring (industry) 7 Hours |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I back at Data Sci Course outcon | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertise n algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exa se: create your own visualization of a dataset. Applications & Ethics of Data Science Data Science, Data Science and Ethical Issues- Discussions on principles. me: After completion of this course students will be able to: | amples of ir | application: user for imagination)- 10 Hours hspiring (industry) 7 Hours ity, ethics- A look |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I back at Data Sci Course outcon CO 1 | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertisen algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exase: create your own visualization of a dataset. Applications & Ethics of Data Science Data Science, Data Science and Ethical Issues- Discussions on presence- Next-generation data scientists. me: After completion of this course students will be able to: Understand the purpose and components of Data Science. | amples of ir | application: user for imagination)- 10 Hours hspiring (industry) 7 Hours ity, ethics- A look |
| Feature Generati (customer) reten Feature Selectio UNIT-IV Data Visualizatio projects- Exercis UNIT-V Applications of I back at Data Sci Course outcon CO 1 CO 2 | ion and Feature Selection (Extracting Meaning from Data)- ntion- Feature Generation (brainstorming, role of domain expertisen algorithms. Data Visualization on- Basic principles, ideas and tools for data visualization, Exase: create your own visualization of a dataset. Applications & Ethics of Data Science Data Science, Data Science and Ethical Issues- Discussions on presence- Next-generation data scientists. me: After completion of this course students will be able to: Understand the purpose and components of Data Science. Understand the techniques used in EDA | amples of ir | application: user e for imagination)- 10 Hours hspiring (industry) 7 Hours ity, ethics- A look K2 K2 |

| Textl | ooks | |
|-------------|---------|--|
| 1. | Busine | ss Analytics: The Science of Data-Driven Decision Making, U Dinesh Kumar, John Wiley & Sons. |
| 2. Sons. | Introdu | cing Data Science: Big Data, Machine Learning, and More, Using PythonTools, Davy Cielen, John Wiley & |
| 3. | Joe 1 C | Grus, Data Science from Scratch, Shroff Publisher/O'Reilly Publisher Media |
| 4. | Annaly | n Ng, Kenneth Soo, Numsense! Data Science for the Layman, Shroff Publisher. |
| Refe | rence | Books: |
| 1. | Cathy | O'Neil and Rachel Schutt Doing Data Science, Straight Talk from The Frontline. O'Reilly Publisher. |
| 2. | Jure Le | eskovek, Anand Rajaraman and Jeffrey Ullman. Mining of Massive Datasets. v2.1, Cambridge University Press. |
| 3. | Jake V | ander Plas, Python Data Science Handbook, Shroff Publisher/O'Reilly Publisher Media. |
| 4. | Philipp | Janer t, Data Analysis with Open Source Tools, Shroff Publisher/ O'Reilly Publisher Media. |
| Links | 5: | |
| Unit 1 | | https://www.youtube.com/watch?v=X3paOmcrTjQ |
| Unit 2 | | https://www.youtube.com/watch?v=-o3AxdVcUtQ |
| Unit 3 | | https://www.youtube.com/watch?v=kEItYHtqQUg |
| Unit 4 | | https://www.youtube.com/watch?v=MiiANxRHSv4 |
| Unit 5 | | https://www.youtube.com/watch?v=8Fz2nDfZinE |

| Course cod | le AMSDS0401 | LTP | Credits |
|---|---|-----------------|---|
| Course title | e ARTIFICIAL INTELLIGENCE & MACHINE LEARNING | 3 0 0 | 3 |
| 0 | ective: To understand basics of machine learning in data scient machine learning algorithm that can be used with various to | | derstand |
| Pre-requis | tes: Basics of Machine learning | | |
| | Course Contents / Syllabus | | |
| UNIT-I | Introduction to Machine Learning & Linear Regressio | n | 6 Hours |
| System, Histo Variance. Linear Regree | TION – Learning, Types of Learning, well-defined learning proble bry of ML, Introduction of Machine Learning Approaches, Underfittin ssion: Basic facts of linear regression, implementation of linear regr ion using the data set. | ng and Overfitt | ing, Bias and |
| UNIT-II | Logistic Regression | | 8 Hours |
| Logistic Regr using an exist | ession: Basic facts and implementation of logistic regression, solve a ing data set. | case study to p | oredict output |
| UNIT-III | | | |
| | Clustering | | 11 Hours |
| Clustering an | Clustering d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus | | |
| Clustering an | d Principal Component Analysis: Introduction, Types of clustering, | | |
| Clustering an K means and UNIT-IV Support Vector | d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus | stering. | nd distances, |
| Clustering an K means and UNIT-IV Support Vector | d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus Support Vector Machine or Machine: basics of SVM and its application to detect spam emails | stering. | nd distances, 9 Hours |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V | d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus Support Vector Machine or Machine: basics of SVM and its application to detect spam emails sification and regression problems. | stering. | nd distances, 9 Hours ize alphabets, |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V Model Select | d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus Support Vector Machine or Machine: basics of SVM and its application to detect spam emails sification and regression problems. Advance regression | stering. | nd distances, 9 Hours ize alphabets, |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V Model Select | d Principal Component Analysis: Introduction, Types of clustering, thierarchical clustering, and how to make market strategies using clustering Support Vector Machine or Machine: basics of SVM and its application to detect spam emails sification and regression problems. Advance regression ion and advanced regression: use of Lasso and Ridge | stering. | nd distances, 9 Hours ize alphabets, |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V Model Select Course outco | d Principal Component Analysis: Introduction, Types of clustering, of hierarchical clustering, and how to make market strategies using clustering clustering. Support Vector Machine for Machine: basics of SVM and its application to detect spam emails sification and regression problems. Advance regression ion and advanced regression: use of Lasso and Ridge me: After completion of this course students will be able to: | stering. | nd distances, 9 Hours ize alphabets, 8 Hours |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V Model Select Course outcor CO 1 | d Principal Component Analysis: Introduction, Types of clustering, hierarchical clustering, and how to make market strategies using clus Support Vector Machine or Machine: basics of SVM and its application to detect spam emails sification and regression problems. Advance regression ion and advanced regression: use of Lasso and Ridge ome: After completion of this course students will be able to: Understand various types of machine learning approaches. | stering. | nd distances, 9 Hours ize alphabets, 8 Hours K2 |
| Clustering an K means and UNIT-IV Support Vector SVM for class UNIT-V Model Select Course outcor CO 1 CO 2 | d Principal Component Analysis: Introduction, Types of clustering, of hierarchical clustering, and how to make market strategies using cluss Support Vector Machine or Machine: basics of SVM and its application to detect spam emails sification and regression problems. Advance regression ion and advanced regression: use of Lasso and Ridge ome: After completion of this course students will be able to: Understand various types of machine learning approaches. Demonstrate logistic regression to predict class of a dataset | stering. | nd distances, 9 Hours ize alphabets, 8 Hours K2 K3 |

| Text books: | | | | | |
|--|--|--|--|--|--|
| 1. Machine Learning using Python, U Dinesh Kumar and Manaranjan Pradhan, Jo hn Wiley & Sons. | | | | | |
| Advance d Data Analytics Using Python: With Machine Learn ing , Deep Learning by By Sayan Mukhopadhyay | | | | | |
| 3. Practical Data Mining" by Monte F. Hancock, Auerbach Publication. | | | | | |
| Reference Books: | | | | | |
| 1. "Machine Learning for Absolute Beginners: A Plain English Introduction (Second Edition)" by Oliver Theoba ld. | | | | | |
| 2. Practical Data Science with R, Nina Zume I, John Wiley &Sons. | | | | | |
| 3. Python for Data Science for Dummies, John Paul Mue ller, Luca Massaro n, John Wiley & Sons. | | | | | |
| 4. Big Data and Analytics, Seema Acharya and Subhas hini CheLlappan, Wiley Publication. | | | | | |
| Links: | | | | | |
| Unit 1 https://www.youtube.com/watch?v=lzGKRSvs5HM | | | | | |
| Unit 2 https://www.youtube.com/watch?v=yIYKR4sgzI8 | | | | | |
| Unit 3 https://www.youtube.com/watch?v=4cxVDUybHrI | | | | | |
| Unit 4 https://www.youtube.com/watch?v=H9yACitf-KM | | | | | |
| Unit 5 https://www.youtube.com/watch?v=cJpWQkoe4BA | | | | | |

| Course c | ode | AMSDS0501 | LT | P | Credits |
|--|---|--|------------|-------|---|
| Course ti | tle | ANALYZING, VISUALIZING, AND APPLYING DATA SCIENCE WITH PYTHON | 3 0 | 0 | 3 |
| | • | ive: To learn how to use tools and libraries of python for data s | | | • • |
| - | - | data for analysis. To familiarize with Pandas DataFrames, and So nd Load, manipulate, analyze, and visualize datasets with pandas. | | aries | to work with |
| Pre-requ | isites | Basics of Python. | | | |
| | | Course Contents / Syllabus | | | |
| • | ysis lib | ERODUCTION TO LIBRARIES IN PYTHON praries: will learn to use Pandas Data Frames, Numpy multi-dime with a various dataset. | ensional a | array | 6 Hours |
| UNIT-II | PA | NDAS | | | 8 Hours |
| Frames, Gr | ouping | , aggregation, Merge Data Frames, Generate summary tables, Gro | up data fr | 1010 | igical pieces, |
| | | | | | 10 Uouro |
| | SCI rn : bu | KIT ild smart models and make predictions, various parameters that | | | 1 |
| UNIT-III Scikit- lear various par Modeling. | I SCI rn : bu cameter Anoma | KIT nild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. | | | l to compare ended Linear |
| UNIT-III Scikit- lear various par Modeling. | I SCI rn : bu rameter Anoma I DA' | KIT tild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION | odelling, | exte | l to compare ended Linear 10 Hour |
| UNIT-III Scikit- lear various par Modeling. UNIT-IV Descriptive | I SCI rn : bu cameter Anoma / DA' e Stati | KIT nild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. | odelling, | exte | to compare ended Linear 10 Hours |
| UNIT-III Scikit- lear various par Modeling. UNIT-IV Descriptive | I SCI rn : bu rameter Anoma (DA' e Stati d MSI | KIT tild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reg | odelling, | exte | to compare ended Linear 10 Hours |
| UNIT-III Scikit- lear various par Modeling. UNIT-IV Descriptive squared an UNIT-V Grid Searc | I SCI ran : bu rameter Anoma (DA' e Stati d MSI d MSI ch, Mo | KIT nild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reg E for In-Sample Evaluation, Prediction and Decision Making. | odelling, | exte | l to compare ended Linear 10 Hours Pipelines, R- 10 Hours |
| UNIT-III Scikit- lear various par Modeling. A UNIT-IV Descriptive squared an UNIT-V Grid Searc fitting and | I SCI rn : bu ameter Anoma (DA' e Stati d MSI MO ch, Mo Mode | KIT nild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reg E for In-Sample Evaluation, Prediction and Decision Making. DEL EVALUATION odel Refinement, Binning, Indicator variables, Model Evaluat | odelling, | exte | l to compare ended Linear 10 Hours Pipelines, R- 10 Hours |
| UNIT-III Scikit- lear various par Modeling. A UNIT-IV Descriptive squared an UNIT-V Grid Searc fitting and | I SCI rn : bu rameter Anoma I DA' e Stati d MSI MO ch, Mo ch, Mo Mode | IKIT nild smart models and make predictions, various parameters that rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reg for In-Sample Evaluation, Prediction and Decision Making. DEL EVALUATION odel Refinement, Binning, Indicator variables, Model Evaluat I Selection, Ridge Regression. | odelling, | exte | to compare ended Linear 10 Hours Pipelines, R- 10 Hours ting, Under- K2 |
| UNIT-III Scikit- lear various par Modeling. A UNIT-IV Descriptive squared an UNIT-V Grid Searc fitting and Course o | I SCI ran : bu rameter Anoma (DA' e Stati d MSI MO ch, Mo ch, Mo ch, Mo de utcon | KIT nild smart models and make predictions, various parameters tha rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reg E for In-Sample Evaluation, Prediction and Decision Making. DEL EVALUATION odel Refinement, Binning, Indicator variables, Model Evaluat 1 Selection, Ridge Regression. | odelling, | exte | ting, Under- |
| UNIT-III Scikit- lear various par Modeling. A UNIT-IV Descriptive squared an UNIT-V Grid Searc fitting and Course of CO 1 | I SCI rn : bu ameter Anoma C DA' e Stati d MSI MO ch, Mo ch, Mo ch, Mo de utcon | IKIT nild smart models and make predictions, various parameters that rs, Data Representation, Estimator API, Conventions, Linear M aly Detection, KNN Learning. TA ANALYSIS & PREDICTION stics, Basic of Grouping, ANOVA, Correlation, Polynomial Reget for In-Sample Evaluation, Prediction and Decision Making. DEL EVALUATION odel Refinement, Binning, Indicator variables, Model Evaluat 1 Selection, Ridge Regression. ne: After completion of this course students will be able to: erstand basic data analysis python libraries. | odelling, | exte | to compare ended Linear 10 Hour Pipelines, R- 10 Hours ting, Under- K2 |

| CO 5 | Identify the importance of model evaluation and data model refinement techniques. | К2 |
|-----------|--|------------------|
| Textbook | S: | |
| | Visualization with Python and JavaScript, Kyran Dale, Shro ff Publisher/ O'Reilly plication. | Publisher |
| 2. Data | Science Using Python and R by Chanta l D. Larose and Daniel T. Larose, Wil | ley Publication. |
| Referenc | ee Books: | |
| 1. Pythor | n for Data Science and Visualization -Beginners to Pro, Udemy. | |
| Links: | | |
| Unit 1 | https://www.youtube.com/watch?v=0IbkMZHOsC0 | |
| Unit 2 | https://www.youtube.com/watch?v=UB3DE5Bgfx4 | |
| Unit 3 | https://www.youtube.com/watch?v=0Lt9w-BxKFQ | |
| Unit 4 | https://www.youtube.com/watch?v=TTCshtsdRuU | |
| Unit 5 | https://www.youtube.com/watch?v=08-ml-TGLLY | |

| Course code | AMSDS0601 | LTI | P Credits |
|--|---|---------------------------|---|
| Course title | WEB DATA MINING | 3 0 | 0 3 |
| unstructured text f distance metrics; | ve: This course covers concepts and methods used to sear from a human-centred standpoint. These include document ind analysing streaming data, such as social media; link analysis; ata from the Web and to understand how to analyse co | exing, craw and system | vling, HITS algorithm n evaluation. To learr |
| Pre-requisites: | Concepts of Data Warehousing and Data Mining Concepts | | |
| | Course Contents / Syllabus | | |
| UNIT-I | INTRODUCTION TO DATA MINING | | 6 HOURS |
| Dimensionality | ternet and WWW, Data Mining Foundations, Data Reducti reduction, Data Compression, Numerosity Reduction, I ion, Decision Tree. | | |
| UNIT-II | ASSOCIATION RULES | | 8 HOURS |
| • | ociation Rules, Basic Concepts of Sequential Patterns, Mining al Patterns on Prefix Span, Generating Rules from Se WEB SPAMMING | - | |
| Model, Relevance Removal, Stemm | nation Retrieval, IR Methods, Boolean Model, Vector Space Methods, Evaluation Measures, Text and WebPage ning, Duplicate Detection, Inverted Index and ent Semantic Indexing, Singular Value Decomposition, Quer o Spamming. | Pre-proce Its Con | essing, Stop word npression, Index |
| UNIT-IV | CRAWLERS | | 10 HOURS |
| HITS Algorithm, Craw ling, A Bas Issues - Fetching | cial Network Analysis, Co-Citation and Bibliographic Cour CommModuley Discovery, Problem Definition, Bipartite (ic Crawler Algorithm - Breadth First Crawlers, Preferentia g, Parsing, Link Extraction, Spider Traps, Page Repository, Crawlers, Crawler Ethics and Conflicts. | Core Com l Crawlers | mModuleies, Web , Implementation |
| UNIT-V | Classification | | 8 Hours |
| | | | |

| CO 1 | Explain data reduction and data compression of Web Text data. | К2 | | | | |
|------------------------|--|--------------|--|--|--|--|
| CO 2 | Extract and analyze data and information from the webpages. | K4 | | | | |
| CO 3 | Understand the concepts of web spamming. | K2 | | | | |
| CO4 | Understand a crawler application to collect and index documents K2 from the web. | | | | | |
| CO 5 | Understand the classification of web text data using various techniques. | K2 | | | | |
| Text books | S: | 1 | | | | |
| Kaufm 2. Bing L | g the Web: Discovering Knowledge from Hypertext Data, Soumen Chakrabarti, Mann Publishers. Liu, Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data, Springer | Aorgan | | | | |
| Public | ations, 2011. | | | | | |
| Reference | Books: | | | | | |
| 1. Anthony | Scime, Web Mining: Applications and Techniques, 2005. | | | | | |
| | | | | | | |
| 2. Kowalsk Impleme | ki, Gerald, Mark T Maybury: Information Retrieval Systems: Theory and ntation. | | | | | |
| 3. Mathew Publicati | Russell , Mining the Social Web 2^{nd} Edition , Shroff Publisher/O'ReillyPublion. | sher | | | | |
| | ning and Data Warehousing Principles and Practical Techniques, Parteek Bha Ige University Press. | tia, | | | | |
| Links: | | | | | | |
| Unit 1 | #1 Introduction To Data Mining, Types Of Data DM - YouTube | | | | | |
| Unit 2 | Jnit 2 Apriori Algorithm Explained Association Rule Mining Finding Frequent Itemset Edureka - YouTube | | | | | |
| Unit 3 | Search Engine Working How Search Engines Work: Crawling, Indexing, a YouTube | nd Ranking - | | | | |
| Unit 4 | YouTube | | | | | |

| Course code | AMSDS0701 | LTP | Credits |
|---------------------|--------------------------------|-----|---------|
| Course title | BUSINESS INTELLIGENCE AND DATA | 300 | 3 |
| | VISUALIZATION | | |

Course objective: This course covers fundamental concepts of Business Intelligence tools, techniques, components and its future. As well as a bit more formal understanding of data visualization concepts and techniques. The underlying theme in the course is feature of Tableau, its capabilities.

Pre-requisites: Basic Knowledge of Business intelligence.

Course Contents / Syllabus

INTRODUCTION TO BUSINESS INTELLIGENCE UNIT-I

8 HOURS

Business Intelligence (BI), Scope of BI solutions and their fitting into existing infrastructure, BI Components and architecture, BI Components, Future of Business Intelligence, Functional areas of BI tools, End user assumptions, setting up data for BI, Data warehouse, OLAP and advanced analytics, Supporting the requirements of senior executives including performance management, Glossary of terms and their definitions specific to the field of BI and BI systems.

UNIT-II **ELEMENTS OF BUSINESS INTELLIGENCE SOLUTIONS** 8 HOURS

Business Query and Reporting, Reporting, Dashboards and Scorecards Development, Development, Scorecards, Metadata models, Automated Tasks and Events, Mobile Business Intelligence, Software development kit (SDK). Stages of Business Intelligence Projects, Project Tasks, Risk Management and Mitigation, Cost justifying BI solutions and measuring success, BI Design and Development, Building Reports, Building a Report, Drill-up, Drill-down Capabilities.

TABLEAU UNIT-III

Introductions and overview: What Tableau can and cannot do well, Debug and troubleshoot installation and configuration of the software.

Creating Your First visualization: Getting started with Tableau Software, Using Data file formats, connecting your Data to Tableau, creating basic charts (line, bar charts, Tree maps), Using the Show me panel

Tableau Calculations: Overview of SUM, AVR, and Aggregate features Creating custom calculations and fields, Applying new data calculations to your visualization.

Formatting Visualizations: Formatting Tools and Menus, formatting specific parts of the view, Editing and Formatting Axes.

UNIT-IV DATA VISUALIZATION

Manipulating Data in Tableau: Cleaning-up the data with the Data Interpreter, structuring your data, Sorting, and filtering Tableau data, Pivoting Tableau data.

Advanced Visualization Tools: Using Filters, Using the Detail panel Using the Size panels, customizing filters, Using and Customizing tooltips, Formatting your data with colours.

Creating Dashboards & Stories: Using Storytelling, creating your first dashboard and Story, Design for different displays, Adding interactivity to your Dashboard

Distributing & Publishing Your Visualization: Tableau file types, Publishing to Tableau Online, sharing your visualization, Printing, and exporting.

Given a case study: Perform Interactive Data Visualization with Tableau

INTRODUCTION TO POWER BI UNIT-V **8 HOURS**

8 HOURS

8 HOURS

Describe the Power BI ecosystem, Define Power BI and its relationship with Excel, Discuss the Power BI suite of products, Describe how the Power BI products integrate, Explain the typical analytics process flow, Differentiate between the various data sources, Connect Power BI to a data source, Clean and transform data to ensure data quality, Load the data to the Power BI Data Model, Describe the Power BI ecosystem, Define Power BI and its relationship with Excel, Discuss the Power BI suite of products, Describe how the Power BI products integrate, Explain the typical analytics process flow.

| Course outcome: After completion of this course students will be able to | | |
|---|---|----|
| CO 1 | Apply quantitative modelling and data analysis techniques to the solution of real-world business problems | K3 |
| CO 2 | Understand the importance of data visualization and the design and use of many visual components | K2 |
| CO 3 | Understand as products integrate defining various analytical process flow. | K2 |
| CO 4 | Learn the basics of troubleshooting and creating charts using various formatting tools. | K6 |
| CO 5 | Learn basics of structuring data and creating dashboard stories adding interactivity dashboard stories. | K6 |
| Textbooks: | · · · · · · · · · · · · · · · · · · · | |

- 1. Efraim Turban, Ramesh Sharda, Dursun Delen, "Decision Support and Business Intelligence Systems", 9th Edition, Pearson 2013.
- 2. <u>Learning Tableau 10 Second Edition: Business Intelligence and data visualization that brings your</u> <u>business into focus" by Joshua N. Milligan</u>
- 3. Tableau Your Data! "Daniel G. Murray and the Inter Works BI Team"-Wiley

Reference Books:

- 1. Larissa T. Moss, S. Atre, "Business Intelligence Roadmap: The Complete Project Lifecycle of Decision Making", Addison Wesley, 2003.
- 2. Carlo Vercellis, "Business Intelligence: Data Mining and Optimization for Decision Making", Wiley Publications, 2009.
- 3. David Loshin Morgan, Kaufman, "Business Intelligence: The Savvy Manager"s Guide", Second Edition, 2012.

NPTEL/ Youtube/ Faculty Video Link:

| Unit 1 | Introduction to Business Intelligence - YouTube |
|--------|---|
| Unit 2 | Business Intelligence Tutorial - YouTube |
| Unit 3 | What Is Power BI? Introduction To Microsoft Power BI Power BI Training Edureka - YouTube |
| Unit 4 | https://www.tableau.com/academic/students |
| Unit 5 | Top 10 Data Visualization Tools in 2020 Best Tools for Data Visualization Edureka - YouTubeLearn Data Visualization Using Tableau Tableau Tutorial Tableau Edureka Live - YouTubeRNN W2L09 : Sentiment Classification - YouTubeUnderstanding Cluster Analysis for Customer Segmentation and Targeting - YouTube |

| Course code | AMSDS0351 | LTP | Credit |
|---------------|---|-----------|--------|
| Course title | INTRODUCTION TO DATA SCIENCE LAB | 0 0 2 | 1 |
| The suggested | l list of Experiments | | |
| Sr. No. | Name of Experiment | | СО |
| 1. | Python Environment installation/setup and Essentials. | | CO1 |
| 2. | Implement Basic statistics functions (mean, mode, average, etc numpy library | c.) using | CO1 |
| 3. | Print multiplication table of a given number. | | CO1 |
| 4. | Python Program to Find the Sum of Natural Numbers | | CO1 |
| 5. | Python Program to Convert Celsius To Fahrenheit | | CO1 |
| 6. | Given a list, iterate it, and display numbers divisible by five, and | nd if you | C01 |
| | find a number greater than 150, stop the loop iteration. list1 = | [12, 15, | |
| | 32, 42, 55, 75, 122, 132, 150, 180, 200] | | |
| 7. | Given a list, iterate it, and display numbers divisible by five, and | nd if you | C01 |
| | find a number greater than 150, stop the loop iteration. | | |
| 8. | Write a Pandas program to split the following dataframe into g | roups | CO2 |
| | based on all columns and calculate Groupby value counts on th | ne | |
| | dataframe. | | |
| | Test Data: Id type book | | |
| | 1 10 Math | | |
| | 2 15 English | | |
| | 1 11 Physics | | |
| | 1 20 Math | | |
| | 2 21 English | | |
| | 1 12 Physics | | |
| | 2 14 English | | |

| 9.Write a Pandas program to partition each o categories based on their age Note: Age categories 60), (60, 80)10.Write a Python program to plot two or more b | gories (0, 10), (10, 30), (30, |
|--|--------------------------------|
| 10. Write a Python program to plot two or more 1 | lines on same plot with CO1 |
| | |
| suitable legends of each line. | |
| | |
| 11. Write a Python program to plot two or more I different widths and colours. | lines with legends, CO1 |
| 12. Write a NumPy program to create a 3x3 matr | ix with values ranging CO2 |
| from 2 to 10. | |
| 13.Write a NumPy program to get help on the a | dd function CO2 |
| 14. Write a Python program to create a 2-D array | with ones on the diagonal CO2 |
| and zeros elsewhere. Now convert the NumP | y array to a SciPy sparse |
| matrix in CSR format. | |
| Lab Course Outcome: After completion of this course stud | lents will be able to: |
| CO1 Implement basic statistics functions in pythousing matplotlib. | |
| CO2 Apply the fundamentals of the Pandas and S | cipy library in Python K3 |

| Course code | AMSDS0451 | LT P | Credit |
|--------------|--|-------|--------|
| Course title | ARTIFICIAL INTELLIGENCE & MACHINE LEARNING LAB | 002 | 1 |
| | Suggested list of Experiments | I | |
| Sr. No. | Name of Experiment | | СО |
| 1. | Use python to predict employee attrition in a firm and help them plan their manpower. (take data set from kaggle). | | CO1 |
| 2. | Create customer clusters using different market strategies on a data set. | | CO2 |
| 3. | Make a movie recommendation system. | | CO2 |
| 4. | Develop a prediction mechanism to predict which employee can go on leave in a company in near future. | | CO1 |
| 5. | Recognizing alphabets using SVM. | | CO2 |
| 6. | Write a program to perform various types of regression (Linear & Logistic). | | CO2 |
| 7. | Write a program to implement k-Nearest Neighbour algorithm to classify the iris dataset. Print both correct and wrong predictions. Python ML library classes can be used for this problem. | | C02 |
| Lab Course O | utcome: After completion of this course students will be able t | | |
| CO1 | Apply linear and logistic regression models | | K3 |
| CO2 | Apply Machine Learning algorithms to solve real world prob | lems. | K3 |

| Course coo | de AMSDS0551 | LTP | Credit |
|-------------|---|-----------------------|--------|
| Course titl | e ANALYSING, VISUALIZING AND APPLYING DATA SCIENCE WITH PYTHON LAB | 0 0 2 | 1 |
| | Suggested list of Experiments | | |
| Sr. No. | Name of Experiment | | СО |
| 2. | Apply basic statistics function of python on New York Cit Complaints and Housing datasets. | ty- 311 | CO1 |
| 3. | Visualize Iris dataset using matplotlib library.(bar, histogram, pie | chart, boxplot, etc.) | CO2 |
| 4. | Write a program to predict the class of a flower based features of iris dataset. | l on various | CO2 |
| 5. | Write a Python program to add, subtract, multiple and divi Series. | de two Pandas | CO1 |
| 6. | Write a Pandas program to split the following dataframe into groups based on all columns and calculate Groupby value counts on the dataframe. Test Data: Id type book 0 1 10 Math 1 2 15 English 2 1 11 Physics 3 1 20 Math 4 2 21 English 5 1 12 Physics 6 2 14 English | | CO1 |
| 7. | Write a Pandas program to partition each of the passengers into four categories based on their age Note: Age categories (0, 10), (10, 30), (30, 60), (60, 80) | | CO1 |
| 8. | /Write a Pandas program to create a) Date time object for b) Specific date and time of 9:20 pm. c) Local date and tim without time. e) Current date. f) Time from a date time. g) time. | ne. d) A date | CO1 |
| 9. | Write a Pandas program to create a date from a given year, month, day and another date from a given string formats. | | CO1 |
| 10. | Write a Pandas program to print the day after and before aAlso print the days between two given dates. | specified date. | CO1 |
| 11. | 1. Write a Pandas program to create a time series using three months frequency. | | CO1 |
| 12. | Write a Pandas program to create a sequence of durations increasing by an hour. | | CO1 |
| 13. | Write a Pandas program to check if a day is a business day (weekday) or not. | | |
| 14. | Write a Pandas program to create a Pivot table with multip a given excel sheet | le indexes from | CO1 |

| 15. | 5. Write a Pandas program to create a Pivot table and find the total sale amount region wise, manager wise | | |
|-----------|--|-----|--|
| 16. | Write a Pandas program to create a Pivot table and count the manager wise sale and mean value of sale amount. | CO2 | |
| 17. | Write a Pandas program to create a Pivot table and find the maximum and minimum sale value of the items | CO2 | |
| 18. | Write a Python program using Scikit-learn to print the keys, number of rows-columns, feature names and the description of the Iris data. | CO2 | |
| Lab Cours | e Outcome: After completion of this course students will be able to: | | |
| CO1 | Understand the basic libraries in python and its implementation. | K2 | |
| CO2 | Apply predictive analytics on dataset and make predictions. | К3 | |