Unit Outline

KIT306 Data Analytics

Semester 2, 2014

Sandy Bay Campus, Hobart
Newnham Campus, Launceston

Unit Coordinator
To be confirmed
UNIT OVERVIEW

Introduction

In today’s world, the prevalent use of technology and automation have resulted in an explosion in the quantity of data, often referred to as “big data”, accumulated by business and by researchers. Data warehouses have been used to set up repositories for this big data. Data is seen as a critical asset for decision-making. Raw data, however, is of little value. In order to obtain insights from this big data analytical techniques are required to turn the data in the repositories into knowledge, by extracting information and identifying patterns, upon which actions can be taken. This unit will help students appreciate the value of using business intelligence tools, data mining techniques and information visualisation methods for the analysis of big data. In this unit students will explore the concepts and technology of business intelligence and experience designing and building business intelligence systems. Students will also gain an understanding of various methods and techniques and applications for data mining. Students will also investigate information visualization tools and techniques to represent the big data in forms that more readily convey embedded information. Students will gain an understanding of the major research issues in the area of big data.

Prerequisites

(KIT205 or KIT206 or KIT202 or KXT201 or KXT209) and (KIT102 or KXX131)

Unit Weight

12.5% of one academic year

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University’s Code of Conduct for Teaching and Learning states:

*Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.*

Attendance/performance requirements and teaching and learning strategies

No attendance/performance requirements specified.

Communication

No communication specified.

Teaching Pattern

Lectures: 2hr/wk
Tutorial: 2 hr/wk (lab, discussion, paper presentation)

Students should be prepared to do 6 hours of extra self-study a week.

Unit Content

- Week 1 - introduction to data analytics,
- Week 2 - statistics and probability
- Week 3 - Exploratory Data Analytics - 1
- Week 4 - Exploratory Data Analytics - 2
- Week 5 - OLAP - 1: data cleaning
- Week 6 - OLAP - 2: data indexing and join processing
- Week 7 - DM techniques - Classification - 1
- Week 8 - DM techniques - Classifiers - 2
- Week 9 - DM techniques - Clustering - 1
- Week 10 - DM techniques - Clustering - 2
- Week 11 - DM techniques - Frequent item mining - 1
- Week 12 - DM techniques - Frequent item mining - 2
- Week 13 - exam and review

For more information see the section titled 'Content' on the unit website.
Prior Knowledge and/or Skills

Intermediate level programming skills

Learning Outcomes

On successful completion of this unit, you will be able to:

Students should be ICT professionals with the abilities and skills to:

1. adapt and apply methodologies, tools, research skills and techniques for acquiring, converting, modelling, storing, managing, mining and analysing data, information and knowledge;
2. identify and analyze user needs and take them into account in the selection, creation, adaption and evaluation of appropriate ICT components to support decision making.

Students should acquire attitudes needed by an ICT professional to:

- communicate effectively at a professional level;
- use abstraction and computational and critical thinking to problem solve.

Generic graduate attributes

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. The course learning outcomes for all the ICT degrees can be found via: http://www.utas.edu.au/ict/new-courses. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQR), any professional accreditation requirements and the University of Tasmania's Graduate Quality Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills and develop creative and critical literacies and skills of inquiry. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability. Through respect for diversity and by working in individual and collaborative ways, our graduates reflect the values of the University of Tasmania.

Knowledge

- use a wide range of academic skills (research, analysis, synthesis etc) to problem-solve an ICT-related issue;
- understand the limitation of, and have the capacity to evaluate, their current knowledge;
- develop a broad knowledge base and respect the contribution of other disciplines or professional areas relating to ICT;
- identify, evaluate and implement personal learning strategies;
- learn both independently and cooperatively;
- learn new skills and apply learning to new and unexpected situations; and
- recognise opportunities.

Communication Skills

- demonstrate oral, written, numerical and graphic communication;
- use the medium and form of communication appropriate for a given situation;
- present well-reasoned arguments, using technology as appropriate;
- access, organise and present information, particularly through technology-based activity; and
- listen to and evaluate the views of others.

Problem-solving Skills

- identify critical issues in the discipline or professional area;
- conceptualise problems and formulate a range of solutions;
- work effectively with others; and
- find, acquire, evaluate, manage and use relevant information in a range of media.

Global Perspective

- demonstrate an awareness of the local and global context of the ICT discipline or professional area; and
- function in a multicultural or global context

Social Responsibility

- acknowledge the social and ethical implications of their actions;
- appreciate the impact of social change;
- be committed to access and equity principles in the ICT discipline or professional area, and society in general; and
- demonstrate responsibility to the local community, and society generally.

Alterations to the unit as a result of student feedback
UNIT ASSESSMENT

Assessment Pattern

50% in-semester, 50% exam

Assessment Summary

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab preparation and exercises</td>
<td>20%</td>
<td>Throughout semester</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>20%</td>
<td>October 17, 23:55pm</td>
</tr>
<tr>
<td>Formal Exam</td>
<td>60%</td>
<td>The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page: <a href="http://www.utas.edu.au/exams/">http://www.utas.edu.au/exams/</a> on the University's website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable: <a href="http://www.studentcentre.utas.edu.au/eStudentCentre/exams/timetable.aspx">http://www.studentcentre.utas.edu.au/eStudentCentre/exams/timetable.aspx</a> for specific date, time and location closer to the examination period.</td>
</tr>
</tbody>
</table>

Assessment Items

**Item 1**
- **Title:** Lab preparation and exercises
- **Type:** In-Semester - group project
- **Task Length:** not applicable
- **Weighting:** 20%
- **Links to Learning Outcomes:** All
- **Due:** Throughout semester
- **How To submit:**
- **Description:** Short weekly assignments to be submitted in laboratory classes.

**Item 2**
- **Title:** Business Intelligence
- **Type:** In-Semester - group project
- **Task Length:** not applicable
- **Weighting:** 20%
- **Links to Learning Outcomes:** All
- **Due:** October 17, 23:55pm
- **How To submit:**
- **Description:** A survey paper for a selected research topic, and students' implementation on a particular algorithm of a certain paper, and the experiment results.

**Item 3**
- **Title:** Formal Exam
- **Type:** Formal Examination
- **Task Length:** 3hrs
- **Weighting:** 60%
- **Links to Learning Outcomes:** All
- **Due:**

The final exam is conducted by the Student Centre in the formal examination period. See the Examinations and Results page: [http://www.utas.edu.au/exams/](http://www.utas.edu.au/exams/) on the University's website, or access your personal exams timetable by logging into the eStudent Centre - Personal Exams Timetable: [http://www.studentcentre.utas.edu.au/eStudentCentre/exams/timetable.aspx](http://www.studentcentre.utas.edu.au/eStudentCentre/exams/timetable.aspx) for specific date, time and location closer to the examination period.

- **Description:** 3hr open book exam

See the 'Assessment' section in unit website for more detailed information about assessment items.

**How your Final Grade will be determined**

Overall assessment will be based on the student's performance throughout the semester as well as in a formal examination. In order to achieve a pass (or better) result, a student must obtain:

1. at least 45% of the total mark for in-semester assessment items
2. at least 45% of the mark for the formal examination
3. at least 50% of the overall mark
UNIT RESOURCES

Unit Web Site

This unit is Web Dependent: content & communication. This means that you will need to use the Web for this unit. The unit website contains unit information and resources.

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website.

The unit website is accessed from http://www.utas.edu.au/coursesonline/. You will need to use your university email pop account username and password to log on to the MyLO system. Once authenticated by the system your personalised MyLO Learning Online area will be displayed. It contains links to the websites that you have permission to access - including the website for this unit.

If you are not able to access the unit website, please contact the University IT help desk:
Entrance Level, Morris Miller Library, Sandy Bay Campus;
Entrance Level, Launceston Campus Library, Newnham Campus.
Telephone: 6226 1818 and 1300 304 903.
The 1300 number is a local call from within Tas, with the exception of mobiles.
Email: servicedesk@utas.edu.au
Website: http://www.utas.edu.au/servicedesk/student/index.html

Prescribed Text

Data Mining: Concepts and Techniques. Jiawei Han et al,

Software

The software that you will need to access the unit website and to study this unit, including general purpose software such as word processors, is provided on the computers in the Discipline's computing labs. If you intend to use software on other computers please check that the versions are compatible. matlab java
GENERAL RESOURCES

School Website

Discipline of ICT, School of Engineering and ICT - Faculty of Science, Engineering, and Technology.
http://www.utas.edu.au/ict

Faculty Website

Information and Resources for Faculty of Science, Engineering and Technology students are available on the faculty website at: http://www.utas.edu.au/scieng

University Website

Information and Resources for 'Current Students' are available on the university website at:
http://www.utas.edu.au/students/

School Help Desk

Contact the ICT Help Desk if you have any queries or problems with accessing, using, or printing from the computers in the Discipline of ICT labs.

In Hobart the Help Desk is located on level 3 in the Centenary Building, and is open from 10:00am-12:00pm, and 2:00pm-4:00pm Monday-Friday. The phone number is 6226 2929.

In Launceston the Help Desk is located near the entrance to the computing labs and is open from 10:00am-12:00pm, and 2:00pm-4:00pm Monday-Friday. The phone number is 6324 3447.

Both help desks will accept queries over the phone outside the standard opening hours.

The computer labs at the Cradle Coast Campus are maintained by ITR - please contact the University Help Desk for assistance with these computers.

Computing Facilities

The Discipline of ICT has PC labs (running Windows 7), Mac labs (running Mac OS X 10.9), and special purpose Networking labs at the Newnham and Sandy Bay campuses. All students are provided with logins for Windows, Macintosh and Unix environments. If you have not used these facilities before please contact the ICT Help Desk to collect your account details. If you would like to access these facilities after hours please contact the ICT Help Desk.

In Hobart, there are 4 PC Labs, 2 Mac Labs, and 1 Networks Lab in the Centenary Building. In Launceston, there are 2 PC Labs, 1 Mac Lab, 1 Networks Lab, and one Multipurpose Lab in Building V.

Use of Facilities

Use of computing facilities provided by the Discipline of ICT is subject to the Discipline's Ethics Guidelines, details of which are posted at http://www.utas.edu.au/ict/resources/ethics-guidelines. Copies of the guidelines are also available in all ICT labs. The Discipline's facilities may only be used for study-related purposes, and may not be used for personal gain. Anti-social behaviour in labs such as game playing, viewing pornography, loud discussion, audio without the use of head-phones, etc is strictly prohibited in all labs at all times. Eating, drinking, and smoking is not permitted in the labs. Before being granted access to the Discipline's facilities, you will be required to sign a declaration that you have read and understand these guidelines, and that you will abide by them. Disciplinary action may be taken against students who violate the guidelines.
Learning Strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For additional information refer to the Learning Development website: [http://www.utas.edu.au/learndev/](http://www.utas.edu.au/learndev/)

If you will be using MyLO for the first time and would like some information on how to use MyLO refer to the following website: [http://www.utas.edu.au/coursesonline/mylo-support.htm](http://www.utas.edu.au/coursesonline/mylo-support.htm)

Some of the units you will study use videoconferencing to deliver lectures and tutorials. To enable you to get the best out of a videoconference please refer to the following guide: [http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf](http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf)

Help resolving concerns about this unit

In the first instance you should contact your lecturer. If the matter is not resolved then you should contact the Head of School. If the matter is still unresolved and you would like to know who to contact or the procedures for resolving your concern refer to the following website: [http://acserv.admin.utas.edu.au/complaints_info.html](http://acserv.admin.utas.edu.au/complaints_info.html)

The Tasmanian University Union (TUU) may also be able to assist.

The School reserves the right to alter the details contained in this Unit Outline. Students will be advised of changes to the outline via their University email account and it remains the responsibility of the student to check their email for such changes.

Occupational Health and Safety

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's Work Health and Safety website - [http://www.utas.edu.au/work-health-safety/](http://www.utas.edu.au/work-health-safety/) and policy.

The University recognises that hazard identification, risk assessment and controls are a critical part of everyday work. Figure 1 shows the risk management process.

Prior to commencing any laboratory and/or field activity on or off campus in this unit you are required to:

- identify hazards - find out what could cause harm
- assess risks if necessary - understand the nature of the harm that could be caused by the hazard, how serious the harm could be and the likelihood of it happening
- control risks - implement the most effective control measure that is reasonably practicable in the circumstances
- review control measures to ensure they are working as planned.

A formal Risk Assessment must be completed as part of any project proposal/plan prior to commencing any practical activities. Your supervisor will assist you in identifying potential hazards and assessing risks for your project and will assist you with sign off on any documentation.

Use the Risk Assessment template contained within the UTAS Project and Task Risk Management Minimum Standard. A word version of this form is available from the UTAS WHS webpage and in MyLO. Note that risk assessments (RA) are not required for activities that are considered routine and a current Safe Work Procedure (SWP) is already in place to manage the project/task.

For additional advice and assistance see the local WHS Contact or Health and Safety Representative (HSR) within your School/Institution, and/or consult with other staff.
Figure 1. The risk management process (How to Manage Work Health and Safety Risks, Code of Practice, Safe Work Australia)
Approach to Learning

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

You are expected to spend about 130 hrs studying in this unit - this includes attendance at scheduled teaching sessions. (For a 13 week semester this is, on average, 10 hr/wk.) This is the amount of study time that the 'typical' student will need to reach the level of competence and understanding required to fulfil the unit objectives. You are expected to:

- attend all scheduled teaching sessions, unless otherwise notified by the unit coordinator
- prepare for, and actively participate in all scheduled teaching sessions
- complete the assigned learning tasks
- review what has been learnt
- complete assessment items and submit them on time
- access and be familiar with the information and resources available on the unit website
- seek help from teaching staff if you have any questions or difficulties in studying this unit


It is expected that students will familiarise themselves with access and use of the MyLO system operated by the University for the electronic delivery of course materials, and for various forms of communication.

It is expected that students will consult email sent to their University email address at least twice a week for notices relating to the administration of the unit, and for notification of the results of assignments.

It is expected that students will read the background material specified in the course curriculum, will actively attend and participate in tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

1. To be able to contact a lecturer or tutor by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
2. Subject to availability, to be able to discuss such issues in person with the lecturer or tutor.
3. That assignments will be marked and the marks will normally be returned within 3 weeks of due dates.
4. That all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via email.

These expectations are in addition to those specified in relevant University regulations.
Plagiarism

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity. Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

Unless specifically stated in the specification of the assessment item provided on the unit website, it is required that:

- work submitted by a student is the work of that student alone OR
- where the assessment item is to be completed by a group of students, the work submitted by the group of students is the work of that group of students alone.

While students are encouraged to discuss the assignments in this unit and to engage in active learning from each other, it is important that they are also aware of the University's policy on plagiarism. Plagiarism is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example downloading an essay wholly or in part from the internet, copying another student’s work or using an author’s words or ideas without citing the source.

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of some assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline - Part 3 Academic Misconduct, see http://www.utas.edu.au/__data/assets/pdf_file/0006/23991/ord91.pdf.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed."

It is important that you understand this statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer. Useful resources on academic integrity, including what it is and how to maintain it, are also available at: http://www.academicintegrity.utas.edu.au

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline http://www.utas.edu.au/__data/assets/pdf_file/0006/23991/Ordinance-9-Student-Discipline.pdf - Part 3 Academic Misconduct.

Referencing

The preferred text referencing systems for the School is the Harvard system (also referred to as the author-date system). In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit. For information on presentation of assignments, including referencing styles: http://utas.libguides.com/referencing
It is important that you understand how to correctly refer to the work of others and maintain academic integrity. Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence. The university document on plagiarism contains information about referencing the work or ideas of others (see http://www.utas.edu.au/plagiarism/).
Submissions

The details of the submission method (paper, electronic or other) for each assignment will be supplied in a separate assignment specification sheet. All in-semester assignment submissions (including electronic submissions) are to include an Assignment Cover Sheet which includes a statement confirming that the submission is your own work. The Assignment Cover Sheet is available from the ICT Help Desk in Launceston and Hobart, and on the Discipline's website: http://www.utas.edu.au/ict/resources.

Students must take responsibility for the correct submission of their assignments. Students are expected to adhere to the following procedure for submission:

- Submitted files MUST be checked by the student to ensure that correct submission of the file has been undertaken.
- Students are expected to notify the Lecturer WITHIN TWO HOURS of submission if their files have not been submitted correctly.
- Students must take responsibility for safely backing up of their own files during the academic year to ensure that no files are permanently lost.

Extensions

Assessment items will not be accepted after the due date except under the conditions stated in the Discipline policy on late assessment. http://www.utas.edu.au/__data/assets/pdf_file/0003/231960/ExtensionPolicy.pdf (PDF - 100KB).

Review of Assessment and Appeals

1. It is expected that students will adhere to the following policy for review of any piece of continuous assessment.
   a. Within 5 days of the release of the assessment result, the student should request an appointment with the Lecturer. The student should be prepared to discuss specifically which section of the marking criteria they are disputing and why they consider the mark is inappropriate.
   b. Following this discussion, students may request a formal remark of the original submission (in accordance with Rule of Academic Assessment 111, clause 22.1). This remark will be undertaken, where practicable, by an alternative assessor.

2. Students may also request a review of the final result in a unit. The request and payment must be made within 10 days from the date of the result notification. Students are referred to Rule of Academic Assessment 111, clause 23 at http://www.utas.edu.au/university-council/university-governance/rules and http://www.studentcentre.utas.edu.au/examinations_and_results/results/result_review_results.htm.

Complaints Procedure

It is expected that students will adhere to the following policy for making any complaint or grievance directly related to a Unit:

a. In the first instance, students are to approach the Lecturer or Unit Coordinator concerned and arrange a time to speak with them about their concern.

b. If an issue remains unresolved, the student should approach the Head of School and arrange a time to speak with them about their concern.

If the School's internal policy of complaints is unable to resolve an issue, students should consult Ordinance 8 Student Complaints for further direction, see http://acserv.admin.utas.edu.au/complaints_info.html.

Formal Examination

The formal examination is conducted by the University Registrar. The 'Current Students' section on the university website contains information about the conduct of, and timetable for, formal examinations.

Final Grade

Passing grades will be awarded based on the AVCC guidelines:

- PP at least 50% of the overall mark but less than 60%
- CR at least 60% of the overall mark but less than 70%
- DN at least 70% of the overall mark but less than 80%
- HD at least 80% of the overall mark

In order to comply with the benchmarks set by the Faculty of Science, Engineering & Technology for distribution of grades in units, both the in-semester and examination marks that students obtain may be adjusted either upwards or downwards. See http://fcms.lts.utas.edu.au/scieng/scieng/policies.asp for details of the Faculty Assessment Guidelines.
Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support (http://www.utas.edu.au/student-learning/), Student Advisers (http://www.utas.edu.au/first-year/student-advisers), Disability Services (http://www.utas.edu.au/students/disability/students), and more which can be found on the Student Support and Development page (http://www.utas.edu.au/students/students/support-development) of the University website.

Should you require assistance in accessing the Library, visit their website (http://www.utas.edu.au/library/study) for more information.