

GUJARAT UNIVERSITY

K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) Integrated Degree Course]

Semester-8 [M.Sc. (CA & IT)]

Subject Code: - KS_C_CC-487

Subject Name: - Data Mining and Data Analytics (Practical)

Credit: - 3

Unit No.	Course Content	Weight-age (%)
1	Data Preprocessing and Data Mining:- Data Visualization, Implementation of Data Preprocessing, Data Cleaning Techniques, Data Integration techniques.	(20%)
2	Mining Association Rules: - Implementation of association rule mining for Market Basket Analysis, Implementation of Apriori Algorithm.	(20%)
3	Classification and Regression: - Implementation of Linear regression, Implementation of Decision Tree Induction, Implementation of Bayes Classification Methods,	(20%)
4	Support vector machine, Nearest Neighbor Classifier, Implementation of Multiple Linear Regression	(20%)
5	Cluster Analysis: - Implementation of clustering methods, Implementation of K-Means Clustering method	(20%)

Recommended Lecture Scheme: Approximately 40 to 45 hours in a semester

Recommended Practical Scheme: Not Applicable

Assignment: Five assignments should be given.

Text Book:

1. Data Mining: Concepts & Techniques ,Third Edition, Morgan Kaufmann Publishers By Jiawei Han & Micheline Kamber

Reference Books:

2. Introduction to Data Mining with Case Studies, PHI By G.K. Gupta
3. Data Warehousing Fundamentals: A Comprehensive Guide for IT Professionals, Wiley-India By Paulraj Ponniah
4. Data Mining Methods & Models, Wiley-India By Daniel T. Larose
5. Data Mining, Oxford University Press By Vikram Pudi & P. Radhakrishnan
6. Data Warehousing, Data Mining & OLAP, TataMcGraw-Hill Michael By Alex Berson & Stephen J. Smith
7. Data Mining Techniques, Wiley-India By J. A. Berry & Gordon S. Linoff