University of Wisconsin - Stevens Point
College of Letters and Science
Department of Computing and New Media Technologies
Fall 2018 – Version 1.5

Course: Data Analytics Seminar (DAC 299) #116183
Books: None
Exams: None
Class Time: F 11:00-12:00 pm (Room Science A207)
                F 12:00-12:50 pm (Room Science A224) *only when a lab is assigned
                For guest lectures, an alternative room may be assigned to accommodate additional guests.
Professor: Dr. Kurt A. Pflughoeft (Floog'heft)
Office: Science B231
Office hours: M 2-3 pm, W 12-1 pm, TR 11-12 pm and by appointment
Contact: kpflugho@uwsp.edu

Course Description: Provides an overview of the major; through lectures, guest lectures, labs and individual/group assignments. It is meant to be a fun and informative course with opportunities to engage with fellow students as well as people in industry. (You are always welcome to get my feedback on career goals, industry trends, data analysis projects, resumes and Linked-In profiles.)

Week #	Dates	Topic*	Assignments
1.	Sep 7	Customer Attrition	Excel Lab
2.	Sep 14	No Class :(	
3.	Sep 21	Survival Curve, Pred. (Attrition)	SPSS Lab
4.	Sep 28	No Class :(	
5.	Oct 5	Trees/Forest	R/Python Lab
6.	Oct 12	No Class :(	
7.	Oct 19	XGBoost - Dr. Retzer	Pres. Summary
8.	Oct 26	No Class :(.	
9.	Nov 2.	IT/Analysis - Sentry	Pres. Summary
10.	Nov 9	No Class :(	
11.	Nov 16	Data Reduction - Dr.Castellano	SPSS Lab
12.	Nov 23	No Class :(	
13.	Nov 30	Time Series	Excel/SPSS Lab
14.	Dec 7	No Class :(	
15.	Dec 14	Sports Analytics - Milw. Bucks	Pres. Summary
16.		**NO** Final Exam or Class :)	

Schedule Footnotes:
- The instructor reserves the right to alter the presentation schedule as necessary. Guest lecturers are scheduled but subject to availability. In the event of a guest cancellation, the professor will give a lecture and a lab.
- Labs, when scheduled, will be held in A224

Course Outcomes - Given a successful conclusion of this course, students will be able to:
- Demonstrate a higher-level understanding of the field of data analytics/science.
- Evaluate analytical techniques and their applicability to business settings.
- Understand important aspects of data science.

Distribution of Points

Assignments:	50%	- are partially dependent on attendance
Attendance:	50%	- see note below on minimum attendance requirements.

POLICIES

Academic Standards - UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, we have developed a set of expectations for all students and instructors. This set of expectations is known as the Community Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. Click here for more information: http://www.uwsp.edu/dos/Pages/AcademicMisconduct.aspx Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the "Student Academic Standards and Disciplinary Procedures" section of the Community Rights and Responsibilities document, UWSP Chapter 14. This can be accessed at: http://www.uwsp.edu/dos/Documents/CommunityRights.pdf - page=11

ADA Statement - The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, check here: http://www.uwsp.edu/disability/Pages/faculty/lawAndPolicy.aspx. If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center at the beginning of the course and then contact me. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: http://www.uwsp.edu/disability/Pages/default.aspx.

Attendance Policy - Attendance will be taken for each meeting. For a Pass/Fail class it is extremely important to attend classes - especially given the course outcomes. Your attendance is required for lecture, in-class labs and guest speakers. You are allowed one unexcused absence although it will impact your percentage points. If you are missing more than one class you will need to speak to the professor beforehand for approval. Having more than 2 unexcused absences from class will not result in a PASS.

Audio/Visual Recording Policy - Electronic recording of lectures is prohibited unless receiving prior written approval from the instructor. Approval will be granted only for self-study purposes. You may use a camera to take pictures of the blackboard, whiteboard or projection screen of lecture material.

Average Time Investment/Workload Policy Statement
DAC 299 meets once a fortnight; each meeting is 110 minutes or about 2 hours per fortnight or 16 hours per semester. A one credit class has an expectation of at least another 4 hours per fortnight, however, the goal is to complete most of the lab assignments in class. Time requirements for summary presentations time are minimal

and only available to students who were present for that class presentation.

Classroom conduct – Please mute cell phones and any audible device during classes. Please do not hold private conversations or text while anyone is lecturing as it is a distraction. No FOOD or DRINKS are allowed in the lab. Feel free to ask questions of the lecturers.

D2L –
- It is your responsibility to check that your grades are posted correctly on D2L. Questions about any posted grade must be raised within THREE weeks of posting. Beyond this time frame, all grade postings are considered correct and final. The D2L site is not available after the end of the semester.
- It's best to download attachments rather than view directly in the browser.
- USE the OneDrive to temporarily save your files – if need be.
- All assignments must be loaded in the appropriate D2L folders.
- **News feed** on D2L is the main communication tool (not email!) - consider the text msg option
- The UW system is in the process of moving to a different LMS called Canvas

Drop Policy - In accordance with the rules stated by the College of Letters and Science. I will **NOT** personally drop a student - you are responsible for filling out all the forms.

Email Policy
- I try to answer questions in a timely manner but if you haven't received a response from me by the end of the next business day, please resend the email.
- If your email is only informative in nature, such as you are missing a class, I usually don't reply to those emails but rather just file them. If your email has a question or issue that needs to be addressed, I will reply to it.
- Please include "DAC 299" as part of your subject line.

Exam Policy - There are no exams for this course.

Grade Policy - The following scale can always be used to estimate your grade

Percentage breakdown for semester grades (weighted point totals)
Pass: >= 60 *Subject to minimum attendance requirements.
Fail: < 60%

Groups - Groups will be formed in conjunction with the instructor. When possible, it is desirable to have students at different levels (Freshman - Seniors) assigned to each group. Most work assigned to the group (via labs) should be able to be completed in class (given that tasks are allocated amongst group members), however, outside group communication is encouraged. Groups of 4-5 students are optimal. The group should designate a leader who will ensure that in-class labs are posted to the appropriate D2L folder. Note: It is not necessary that each student in the group have access to a lab computer.

Homework Policy – Summaries of presentations are to be completed by individual students whereas in-class labs are to be completed as group projects. Electronic copies of the completed homeworks must be posted on the D2L drop box by the required date/time. For group assignments, include the full names of all members of the group. Late assignments are not accepted unless you have some sort of documented emergency; the professor determines if the situation constitutes an emergency. Note: OneDrive can be used to save files if you need to access them later; alternatively, you can save materials on a flash drive but remember to take it with

you.

Labs –are scheduled from 12:00 - 12:50 p.m. on Fridays and may have in-class exercises. Lab time may be redirected as lecture time at the discretion of the instructor. For lab assignments, you should turn in a Word document which lists your code, and one or more screen shots (or relevant copy/pastes) of the program's output to demonstrate the program works correctly. Additional requirements may be given during class.

Lecture Notes – an electronic version of the notes is available for some topics, however, I strongly encourage you to take good notes as that has been shown to reinforce memory recall. Guest lecturers may opt not to make their presentations available electronically.

News – Always check the news item on D2L to find the latest announcements concerning the class.

Software – There is no expectation of R or Python knowledge in this class. However, you will be given some Excel and SPSS exercises. If R or Python is needed, I will provide the snippets of code. For Excel, the groups are largely on their own but I can provide hints. For SPSS, I and/or the guest lecturer will provide further guidance. SPSS is one of the more popular analytic platforms to conduct analysis and does not require programming (though it works with Python). The SPSS software is available to students through the university.

Plagiarism Policy - All assignments and tests should represent YOUR or YOUR GROUP's work otherwise you will not receive any credit for that portion of your grade. Disciplinary actions will be pursued for serious offenses – see Academic Standards.

University Emergency Preparedness –

In the event of a medical emergency call 9-1-1 or use Red Emergency Phones. Offer assistance if trained and willing to do so. Guide emergency responders to victims.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure. See www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid widespan structures (gyms, pools or large classrooms.)

In the event of a fire alarm, evacuate the building in a calm manner. Stay 200 yards away from the building. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – RUN/ESCAPE, hide, fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Call 9-1-1 when it is safe to do so. Follow the instructions of emergency responders.

See UW-Stevens Point Emergency plan at https://www.uwsp.edu/rmgt