Business modeling

ECTS : 3

Description du contenu de l'enseignement :

Course outline

· Data management, data wrangling, and data visualization

· Brief introduction to Stata

· Data analysis, causal inference, policy evaluation

· Case studies

· Data collection and data processing

· Brief introduction to Python

· Projects

Compétence à acquérir :

Data science combines statistics, econometrics, machine learning, and AI to extract signals from data and guide decision making and strategic planning. Nearly every company uses data science to optimize its services. The goal of this course is to develop a set of skills that will allow the students to navigate the data-science world and be ready for jobs that require those skills.

Bibliographie, lectures recommandées :

- Békés, Gábor & Gábor Kézdi, *Data Analysis for Business, Economics, and Politics*. Cambridge University Press. 2021. https://gabors-data-analysis.com/
- Cunningham, Scott. *Causal Inference: The Mixtape*. New Haven: Yale University Press, 2021. https://mixtape.scunning.com/.