

## SAS

**ECTS** : 3

**Description du contenu de l'enseignement :**

Introduction to Big Data. (Data Mining. Machine learning. Prediction versus forecasting. Why analytics industrialization does not work well. Why most big data project will not work (skills, data quality and management axes)). Business cas). Labs sessions on SAS Visual Analytics for Data Viz and Machine Learning on Big Data.

More than presenting tools, the aims of this course is to understand the philosophy of a real Analytics Factory and get a better vision of a large platform for big data.

**Compétence à acquérir :**

Maîtrise de la Data Viz et de la philosophie des outils de Data Mining - Machine Learning. Avoir une sensibilité au big data.

**Mode de contrôle des connaissances :**

Rapport de Data Viz et synthèse managériale d'un mini projet de Machine Learning