Probability and Statistics Seminar

Introduction to Data Analytics

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Data analytics is a business term that emerged in the information age as practitioners begin to recognize that advanced computing resources could enhance qualitative and quantitative techniques. Evolving data collection and analysis methods also contribute to this discipline. For example, Facebook's collection of user data (related to preferences, interests, lies,) analysis of this user data (to reveal key trends,) in order to prescribe novel business strategies is a practical application of data analytics in the IT industry.

This presentation will include an introduction to the data analytics discipline along with a number of examples from Dr. Keskin's completed and work-in-progress studies to illustrate different methodologies and tools used in research. Finally, the future of the data analytics will be discussed. Specifically, how the growing volumes of data along with new tools will change business platforms. For example, new industries such as internet of things will benefit from data analytics.

Date: Friday October 27, 2017

Time: 10:00 to 11:00 AM

Location: EMAGC 1.324 and BSTUN 2.22A

Please direct any questions or requests to Dr. Tamer Oraby at tamer.oraby@utrgv.edu