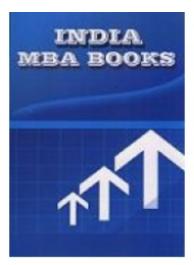# Business Analytics

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Unit I:
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Unit II:
Data preparation- Treatment of missing values, Identification of outliers and Erroneous data, Data Visualization Techniques, Dimension Reduction Techniques- Principal Component Analysis.(10 hours)

Unit III:
Supervised learning-Regression – Simple, multiple and logistic regression, K Nearest Neighbors (KNN) Unsupervised learning- Clustering analysis, Association Rule Learning (12 hours)

Unit IV:
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