**Web Analytics and Mining**

MET CS 688

Course Format (On Campus)

Reza Rawassizadeh

rezar@bu.edu

Office hours: by appointment

**Course Description**

In this course students learn web scrapping, crawling concepts, technologies and legal issues associated with them. Then, the course focus shifts to statistics required for unsupervised learning. The major part of this course focused on applying unsupervised learning algorithms to web data, including clustering and graph algorithms. Besides, students will get familiar with dimensionality reduction techniques in the context of web mining and web search algorithms.

Students who attend this course should be familiar with both R and Python programming, but there is no need to have a robust machine learning or statics background.

**Books**

There is no specific book required for this course, slides and in class presence are enough.

**Course Requirements**

Students should be familiar with R and Python programming. Besides they need to pass CS 555 and CS 544.

**Class Policies**

1. **Attendance & Absences** – Class attendance is not mandatory but highly recommended.
2. **Assignment Completion & Late Work** –About 40% to 70% of final grade is coming from assignment delivery. Late submission of homework is associated with a penalty of 10% grade reduction for any single day.
3. **Academic Conduct Code** – “Cheating and plagiarism will not be tolerated in any Metropolitan College course. They will result in no credit for the assignment or examination and may lead to disciplinary actions. Please take the time to review the Student Academic Conduct Code:

<http://www.bu.edu/met/metropolitan_college_people/student/resources/conduct/code.html>.

**Grading Criteria**

40% of the final grade is coming from assignments, 30% from final project delivery which is a scientific report about assignments and the last 30% are from final exam. Students who might require assistive grade could do a scientific presentation in the class and this can provide up to 10% additional credit on their final grade.

**Class Meetings, Lectures & Assignments**

*Lectures, Readings, and Assignments subject to change, and will be announced in class as applicable within a reasonable time frame.*

|  |  |  |
| --- | --- | --- |
| **Date** | **Topic** | **Assignments Due** |
| Session 1 | Web Analytics, Scraping, and Crawling | Six days after Session 1 |
| Session 2 | Introduction to Machine Learning and Visualization | Six days after Session 2 |
| Session 3 | Review on Statistics required for Web Mining I | NA |
| Session 4 | Review on Statistics required for Web Mining II | Six days after Session 4 |
| Session 5 | Feature Engineering I (numerical, categorical data)  | Six days after Session 5 |
| Session 6 | Feature Engineering II (Image and text) | Six days after Session 6 |
| Session 7 | Language Models and Word Embedding | NA |
| Session 8 | Sentiment Analysis and Theme Extraction | Six days after Session 8 |
| Session 9 | Clustering I (similarity metrics, partition-based clustering, density-based clustering) | NA |
| Session 10 | Clustering II (hierarchical clustering, probabilistic clustering, big data clustering) | Six days after Session 10 |
| Session 11 | Graph and Search Algorithms I | Six days after Session 11 |
| Session 12 | Graph and Search Algorithms II | NA |
| Session 13 | Dimensionality Reduction and Data Decomposition | NA |
| Session 14 | Review | NA |