

Módulo	Docente	Mês	Dia	Dia Semana	Horário
Program Opening (1h)	Miguel Godinho de Matos	Abril	20	6ª feira	17h00 - 18h00
Big Data, Data Science and Business Analytics (2h)					18h00 - 20h00
Environment Configuration - Setup (1h)					20h00 - 21h00
Big Data Tools Ecosystem (3h)	Rodrigo Belo		21	Sábado	09h30 - <b>12h30</b>
Basic Concepts - Review of Statistical Analysis (3h)	Miguel Godinho de Matos	Maio	4	6ª feira	17h00 - 20h00
Basic Concepts - Descriptive Statistics and Visualization of Large Datasets (1h)					20h00 - 21h00
R For Big Data Analysis - Introduction to R for Business Analytics Part I (4h)	Rodrigo Belo		5	Sábado	09h30 - 13h30
Basic Concepts - Descriptive Statistics and Visualization of Large Datasets (1h)	Miguel Godinho de Matos		11	6ª feira	17h00 - 18h00
Predictive Analytics - Introduction to Data Mining and Business Analytics (3h)					18h00 - 21h00
R For Big Data Analysis - Introduction to R for Business Analytics Part II (4h)	Rodrigo Belo		17	5ª feira	17h00 - 21h00
Predictive Analytics - Predictive Modeling (4h)	Miguel Godinho de Matos		18	6ª feira	17h00 - 21h00
R For Big Data Analysis - Part III - Introduction to R for Business Analytics (4h)	Rodrigo Belo		19	Sábado	09h30 - 13h30
Predictive Analytics - Model Fit, Over Fit and Performance Evaluation (4h)	Miguel Godinho de Matos		25	6ª feira	17h00 - 21h00
Predictive Analytics - Advanced Topics (4h)			26	Sábado	09h30 - 13h30
Data Science Team Work (3h)			Junho	7	5ª feira
Causal Inference - Causality, Correlation and Unobserved Effects (4h)	8	6ª feira		17h00 - 21h00	
Causal Inference - Causality in Observational Data Part I (5h)	9	Sábado		<b>08h30</b> - 13h30	
Causal Inference - Causality in Observational Data Part II (3h)	14	5ª feira		17h00 - 20h00	
Causal Inference - Randomized Experiments (3h)				20h00 - 21h00	
	15	6ª feira		17h00 - 19h00	
Case Studies (6h)	Miguel Godinho de Matos				19h00 - 21h00
	Pedro A. Ferreira	16		Sábado	09h30 - 13h30
Data Science Team Work (3h)	Miguel Godinho de Matos	22		6ª feira	17h00 - <b>20h00</b>
Closing Ceremony		Julho	6	6ª feira	A partir das 18h30

**Duração Total:** 66 horas

**Coordenadores:**

**Miguel Godinho de Matos** - Ph.D. in Telecommunications Policy and Management and a M.Sc. in Engineering and Public Policy from Carnegie Mellon University. Assistant Professor of Information Systems and Management at Católica Lisbon School of Business & Economics. He is also a visiting scholar at the Heinz College from Carnegie Mellon University. Miguel's work has been accepted for publication in top journals such as Management Science and Management Information Systems Quarterly as well as top peer-reviewed research conferences such as the International Conference of Information Systems, the IEEE Conference on Social Computing and the Economics of Digitization Seminar Series of the National Bureau of Economic Research.

**Pedro A. Ferreira** - PhD in Telecommunications Policy and Management from Carnegie Mellon University and a Master in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology (MIT). Assistant Professor of Economics of IT and Public Policy at the Heinz College and at the Department of Engineering and Public Policy, Carnegie Mellon University (US). Pedro works regularly with major telecommunications firms in Europe, Asia and in the US, in consulting projects focusing on using social media for viral marketing and for active churn management. Prior to joining academia Pedro served as Director of the Portuguese Knowledge Society Agency supervising all public investment in ICTs between 2005-2010. He also worked as a post-doctoral fellow at the School of Information, University of California, Berkeley.