

SS4844B/SS9544B/MDA9144B Data Analytics Consulting Course Outline – Winter 2022

1. Course Information

Lectures, Hybrid Format, and Online Resources

Lectures: The delivery of lectures will begin online, and remain online until at least January 31. If we return to in-person lectures, they are scheduled for the following:
Mondays 2:30 – 4:30 pm John Labatt Visual Arts Centre (VAC) 100
Wednesdays 3:30 – 4:30 pm John Labatt Visual Arts Centre (VAC) 100

Hybrid Format: Not all lectures will follow standard face-to-face instruction. Blended or seminar formats may be used in some lectures. Actively engaging with all course learning materials, regardless of their format, is essential for achieving learning outcomes.

Online Resources: Some lectures may be replaced with required online resources. Examples of online resources that may be assigned include, but are not limited to, asynchronous lectures, readings, videos and/or other activities. Students are expected to proactively engage with such content, completing all tasks and readings as they are assigned and be prepared to discuss such material, either in-person or online.

Important Dates:

Jan. 10	Classes Start
Feb. 19 – 27	Reading Week
Apr. 8	Classes End
Apr. 9	Study Day(s)
Apr. 10 – 30	Exam Period

Prerequisites

- This is a cross-listed course. Prerequisite requirements vary depending on the course.
 - SS4844 SS3859A/B with at least 60%. Registration in the fourth year of the Hon. Spec. in Data Science module or the fourth year of the Hon. Spec. in Statistics module.
 - SS9544 Enrollment in a Dept. of Statistical & Actuarial Sciences graduate program.
 - MDA9144 Enrollment in the Master of Data Analytics program
- Students must have a background in data modelling and inference, including statistical and algorithmic methods. The ability to carry out data analyses using R is essential.
- Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

2. Instructor Information

Instructor: Dr. Douglas Woolford

Email*: dwoolfor@uwo.ca

Office: Western Science Centre (WSC) 221

Phone: 519-661-2111 ext. 88326

Office Hours: As announced in class/on OWL and by appointment, typically to be held remotely using Zoom videoconferencing software.

Notes:

- Email is the best way to contact me. Please use your Western (@uwo.ca) email address.
- Emails will typically be responded to within one business day.
- If emailing to request an appointment outside of office hours, please suggest at least three different times, listed in your order of preference.

3. Course Description, Learning Outcomes, and Delivery Mode

Calendar Description

An introduction to data analytics consulting in the context of Problem, Plan, Data, Analysis and Conclusion, including interpersonal techniques; communication; teamwork; project management; copyright, intellectual property, compensation and negotiation; robust data analysis; and ethics. A large portion of the course will be conducted in a seminar format with student participation.

Course-Level Learning Outcomes

On successful completion of this course, students shall have:

- Gained first-hand experience in data consulting for a client.
- A working understanding of the data consulting process.
- The ability to ask appropriate questions to identify and characterize the data analytics problem based on a general description of the problem provided by an end-user/collaborating partner and then recommend analytics methods to approach a data modelling solution to the problem.
- The ability to prepare and present reports and presentations to communicate the information gained through the analysis of data in both technical and non-technical language.
- The ability to work productively in team settings using data analytics to solve a problem or investigate a hypothesis.
- A working knowledge of ethics in the context of data analytics, including the following:
 - A familiarity with Statistical Society of Canada's guidelines on ethical practice;
 - A familiarity with the concept of data governance;
 - An understanding of the need to practice ethical data analyses;
 - The ability to recognize situations where ethical analysis practices were not followed;

- An understanding of the components to conduct a robust data analysis and the ability to document an analysis so that it is reproducible.
- Developed other professional skills that are desirable traits of a successful data analytics professional, such as project management, effectively participating in meetings in a variety of in-person and electronic settings, non-verbal communication, compensation and negotiation.

Delivery Mode and Contingency Plan for Pivoting to 100% Online Learning

The delivery of lectures will begin online, and remain online until at least January 31. After that date, although lectures are planned to be in-person following the hybrid format described in Section 1, the changing landscape may necessitate some or all of the course content to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience), as deemed most appropriate by the instructor. The grading scheme will not change. Any assessments affected will be conducted online as determined by the course instructor.

When deemed necessary, tests and examinations in this course will be conducted using a remote proctoring service. By taking this course, you are consenting to the use of this software and acknowledging that you will be required to provide personal information (including some biometric data) and that the session will be recorded. Completion of this course will require you to have a reliable internet connection and a device that meets the technical requirements for this service. More information about this remote proctoring service, including technical requirements, is available on Western's Remote Proctoring website at:

<https://remoteproctoring.uwo.ca>.

4. Course Materials

References

There is no assigned textbook for the course. Some related supplementary references that I have found helpful are listed below. Additional references/resources will be made available via the course website on OWL, as needed.

- Alley, M. (2003). *The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid*. Springer.
- Alley, M. (1996). *The Craft of Scientific Writing*. Springer.
- Cabrera, J., & McDougall, A. (2013). *Statistical Consulting*. Springer.
- Derr, J. (2000). *Statistical Consulting: A Guide to Effective Communication*. Duxbury Thomson Learning.
- Fisher, R., Ury, W. L., & Patton, B. (2011). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books.
- Gandrud, C. (2016). *Reproducible Research with R and R Studio*. Chapman and Hall/CRC.
- Kapterev, A. (2011). *Presentation Secrets: Do What You Never Thought Possible with Your Presentations*. John Wiley & Sons.
- Kloppenborg, T. (2014). *Contemporary Project Management*. Nelson Education.

- Peck, R., Haugh, L. D., Goodman, A. (1998). *Statistical Case Studies: A Collaboration Between Academe and Industry*. Society for Industrial and Applied Mathematics.
- Stodden, V., Leisch, F., & Peng, R. D. (Eds.). (2014). *Implementing Reproducible Research*. CRC Press.
- Ury, W. (2007). *Getting Past No: Negotiating in Difficult Situations*. Bantam.

Course Website

Course material will be posted to the course OWL site (<http://owl.uwo.ca>). Students are responsible for checking the course OWL site on a regular basis for news and updates. This is the primary method by which information and will be disseminated to all students in the class. If you need support consult the [OWL Help page](#). Alternatively, contact the [Western Technology Services Helpdesk](#), who can also be by phone at 519-661-3800 or ext. 83800.

Technical Requirements

- A reliable internet connection and a laptop or computer with the capability to 1. analyze data using modern statistical and machine learning techniques with commonly used data modelling software (e.g., R, Python); 2. create electronic reports and presentations; and 3. meet remotely using videoconference software such as zoom with a working microphone and webcam.
- Note that [Google Chrome](#) or [Mozilla Firefox](#) are the preferred browsers to optimally use OWL. Remember to update your browsers frequently.

Intellectual Property Statement

Course material developed by your instructor is the intellectual property of the instructor and is made available to students enrolled in this course for their personal use in this course. Sharing, posting or selling this material to third parties (i.e., to people outside of those in this course, or to companies, websites, organizations, associations, etc.) is considered an infringement of intellectual property rights.

5. Methods of Evaluation

The overall course grade will be calculated as listed below:

Assessment*	Approximate Timing/Due Date	Submit to	Weight
Assignments	Weeks 3, 4, 6, 10 and 11	OWL Assignments	20
Online Forums	Weeks 1, 5, 8, 9 and 12. Additional forums may be added in the event of 100% online learning.	OWL Forums	15
Ethics Module	Weeks 2 and 13	OWL Assignments	10
Mock Consulting Situation	These will take place during weeks 11 – 12 (March 21 – 25, and March 28 – April 1). Your individual meeting will be scheduled using OWL.	NA – held remotely by Zoom	10
Participation	Ongoing throughout the term. Actively engaging with all course learning materials and activities, regardless of their format—whether in-person or online—is essential for achieving learning outcomes.	NA	5
Final Report	April 30	OWL Assignments	40
TOTAL			100

*Details regarding each of the assessment components will be provided on the course’s OWL website.

Accommodated Evaluations

Missed Assessments

- A mark of 0 will be assigned to any missed assessments unless requests for academic accommodation has been approved; see “Student Absences” section for more details.
- The weight of any assessments that are missed due to approved accommodation will be reassigned within that given method of evaluation, or a make-up assessment will be offered, or the weight will be shifted to another grade component or components. The decision on how to proceed in such a situation will be on a case-by-case basis and is at the discretion of the instructor. If a make-up assessment is missed, a grade of INC may be assigned; in such a situation the student may be required to complete the assessment the next time the course is offered.

Late Submissions by Graduate Students

- Late submissions of assignments or the ethics module components will be subject to a 20% penalty per day or portion thereof (including weekends and holidays); submissions that are 5 or more days late not be graded.
- Forum posts and replies must be completed prior to the closing of each respective forum. Late forum submissions and/or replies will not be accepted.
- Late submissions of the final report will not be accepted.

Late Submissions by Undergraduate Students

- Late submissions of assignments or the ethics module components without illness self-reports will be subject to a 20% penalty per day or portion thereof (including weekends and holidays); submissions that are 5 or more days late not be graded.
- Late submissions of assignments or the ethics module components with illness self-reports should be submitted within 24 hours of submission of the last illness self-report, after which they will be subject to a late penalty of 20% per day or portion thereof (including weekends and holidays); submissions that are 5 or more days late not be graded.
- Forum posts and replies must be completed prior to the closing of each respective forum. Late forum submissions and/or replies will not be accepted.
- Late submissions of the final report will not be accepted.

6. Student Absences

Academic Consideration for Student Absences

Students who experience an extenuating circumstance (illness, injury or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- (i) Submitting a Self-Reported Absence (SRA) form provided that the conditions for submission are met. To be eligible for a Self-Reported Absence:
 - an absence must be no more than 48 hours, and
 - the assessments must be worth no more than 30% of the student’s final grade, and
 - you must be an undergraduate student.

- (ii) For medical absences, submitting a Student Medical Certificate (SMC) signed by a licensed medical or mental health practitioner to the Academic Counselling office of their Faculty of Registration.
- (iii) Submitting appropriate documentation for non-medical absences to the Academic Counselling office in their Faculty of Registration.

Note that in all cases, students are required to contact their instructors within 24 hours of the end of the period covered, unless otherwise instructed in the course outline.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy for undergraduate students must be submitted to the Academic Counselling office of a student's Home Faculty.**

For the policy on Academic Consideration for Student Absences – Undergraduate Students in First Entry Programs, see:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf

and for the Student Medical Certificate (SMC), see:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Religious Accommodation

When a course requirement conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request accommodation for their absence in writing at least two weeks prior to the holiday to the course instructor and/or the Academic Counselling office of their Faculty of Registration. Please consult University's list of recognized religious holidays (updated annually) at

<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>

Absences from Final Examinations

If you miss the Final Exam, please contact the Academic Counselling office of your Faculty of Registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, more than 3 exams in a 47-hour period).

7. Accommodation and Accessibility

Accommodation Policies

Students with disabilities work with Accessible Education (formerly SSD), which provides recommendations for accommodation based on medical documentation or psychological and

cognitive testing. The policy on Academic Accommodation for Students with Disabilities can be found at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf

8. Academic Policies

The website for Registrarial Services is <http://www.registrar.uwo.ca>.

In accordance with policy,

https://www.uwo.ca/univsec/pdf/policies_procedures/section1/mapp113.pdf,

the centrally administered e-mail account provided to students will be considered the individual's official university e-mail address. It is the responsibility of the account holder to ensure that e-mail received from the University at his/her official university address is attended to in a timely manner.

The use of a cordless, non-programmable, scientific calculator is permitted for any quizzes, the test(s), and the final exam, where applicable. No other electronic devices may be in your possession during quizzes, tests and exams except for this simple scientific calculator.

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web sites:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

9. Support Services

Please visit the Science & Basic Medical Sciences Academic Counselling webpage for information on adding/dropping courses, academic considerations for absences, appeals, exam conflicts, and many other academic related matters: <https://www.uwo.ca/sci/counselling/>.

Please contact the course instructor if you require lecture or printed material in an alternate format or if any other arrangements can make this course more accessible to you. You may also wish to contact Accessible Education at (519) 661-2147 if you have any questions regarding accommodations.

Western University is committed to a thriving campus as we deliver our courses in the mixed model of both virtual and face-to-face formats. We encourage you to check out the Digital Student Experience website to manage your academics and well-being: <https://www.uwo.ca/se/digital/>.

Learning-skills counsellors at the Student Development Centre (<http://www.sdc.uwo.ca>) are ready to help you improve your learning skills. They offer presentations on strategies for improving time management, multiple-choice exam preparation/writing, textbook reading, and more. Individual support is offered throughout the Fall/Winter terms in the drop-in Learning Help Centre, and year-round through individual counselling.

Students who are in emotional/mental distress should refer to Mental Health@Western (<http://www.health.uwo.ca/mentalhealth>) for a complete list of options about how to obtain help.

Additional student-run support services are offered by the USC, <http://westernusc.ca/services>.