COURSE: Web intelligence in event management

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Main topics:
- Web and social media data search, scraping and analysis
- Data filtering, aggregation, visualization and analysis
- Methods for forecasting based on web and social media data
- Reporting and decision making

Programme structure:
- 5-day course
- Sample data will be provided for practice and for final presentation
- Lecture notes will be available either on-line or in printed form

Important dates:
Course dates: 02/09/2019 – 06/09/2019
Deadline for application: 01/08/2019
Confirmation of the course: 15/08/2019
Payment due by: 24/08/2019

Price of the course: 300 € (tax included)

Programme plan:

Day 1
- Introduction to World Wide Web, Internet, social media and web services (1h)
- Web crawling, scraping, query construction (2h)
- Practical exercise (2h)

Day 2
- Storing data, data formats (2h)
- Multi source data aggregation (1h)
- Practical exercise (2h)

Day 3
- Data clustering algorithms, segmentation and visualization (3h)
- Data analysis (2h)
- Practical exercise (2h)

Day 4
- Forecasting methods, linear regression, decision trees (3h)
- Practical exercise (3h)

Day 5
- Reporting, applications of web intelligence (3h)
- Final presentations and discussion (3h)

Programme lecturers:

Ph. D. Ljiljana Šerić
Teaching/assistant professor at the University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, Department for Modelling and Intelligent System, Split, Croatia.

Ph. D. Maja Braović
Teaching/assistant at the University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, Department for Modelling and Intelligent System, Split, Croatia.