



TOPICS OF THE SEMINARS

Business Analytics I°

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Tatarczak Anna, PhD,

Proposed areas:

1. Impact of Digitalization on Employment Trends in Small and Medium Enterprises
(Data Source Examples: Eurostat, OECD, or national statistical offices)
2. Analyzing Air Quality and Its Relationship to Economic Development in Urban Areas
(Data Source Examples: WHO, European Environment Agency, or local environmental agencies)
3. Exploring the Effects of Renewable Energy Adoption on Regional Economic Growth
(Data Source Examples: IEA, World Bank, or country-specific energy reports)
4. AI-Powered Personalization in E-Commerce: Impacts on Customer Retention
(Data Source Examples: Statista, publicly available datasets from Kaggle)
5. The Role of Machine Learning in Predicting Stock Market Trends
(Data Source Examples: Yahoo Finance, Quandl, or Kaggle datasets)
6. Regional Analysis of Public Health Outcomes and Socioeconomic Factors
(Data Source Examples: WHO, Global Health Observatory, or local health department data)
7. AI in Education: Enhancing Personalized Learning Experiences in Online Platforms
(Data Source Examples: EdTech reports, publicly available MOOC data, or Kaggle datasets)
8. Exploring the Impact of AI Tools on Language Learning Efficiency



(Data Source Examples: Academic papers, EdTech databases, or usage statistics from apps like Duolingo)

9. Predicting Student Performance Using Machine Learning Algorithms in Higher Education

(Data Source Examples: Publicly available educational datasets from UCI Machine Learning Repository or Kaggle)

Feel free to reach out to discuss any of these topics further or propose your own ideas for consideration.

Wiechetek Łukasz, PhD

Proposed areas:

1. Automation of business processes
2. Deployment of an IT systems in an enterprise
3. Data security, Internet security
4. Analytical tools and techniques used in business
5. Modern systems for data collection, analysis and visualization
6. Business analysts job market
7. Using geographic information systems (GIS) for analysis and visualization
8. Application of artificial intelligence (AI) in business analytics
9. Use of open-source software and open data sets in business
10. Data analysis with Python
11. Analysis and visualization with BI tools
12. Comparison of selected BI tools
13. Automation of data analysis process using RPA
14. Application of cloud computing technology in data analytics
15. Design and implementation of database for business performance analysis
16. Using NoSQL databases for storage and analysis