Information Management Course - Written Exam - 19/02/2018

First Name _____ Family Name _____ Student ID_____

1) Italy is about to undertake elections for the national parliament. Each survey company strives to produce the most accurate polls: they are often able to retrieve several data about people participating to surveys, but **not to ask which party they are going to vote at the upcoming elections**. Propose a method to deal with such a vote prediction problem in terms of (a) data you expect to be required to collect (b) data processing steps (c) main analytical models to be applied (d) validation of results.

2) Bayesian and SVM classifiers (a) sketch the main structural features of these methods (b) compare their relative strong and weak points (c) mention a suitable application example for both.

3) Briefly describe the concept of "correlation analysis", its aim and its context of application.