

Dra. Alejandra Barrera

Business Intelligence & Business Analytics

■ Research topics

- Business Intelligence
- Business Analytics
- Data Mining
- Biologically Inspired Robotics

■ Activities

- Practice of a teaching philosophy to bring students to the needs of companies in the areas of Business Intelligence and Business Analytics through the design and delivery of specialized courses with innovative content and cutting-edge tools
- Computational modeling of spatial cognition in rats and robotic experimentation

■ Achievements

- Provide students with a comprehensive vision of the current needs of data management and analysis that companies have, allowing them to apply the acquired knowledge immediately in their current jobs or even get jobs in the areas of Business Intelligence and Business Analytics
- Provide research community in neurobiology and neuroethology with robotic architectures to be used as an alternative platform to study, analyze and predict animal behavior

■ Publications

- <https://hammurabi.itam.mx:8443/PAITAM/new/?cu=2500>

■ Contact information and CV

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