Mining Your Own Business A Primer For Executives On Understanding And Employing Data Mining And Predictive Analytics

Predictive Analytics and Data MiningPredictive AnalyticsPredictive Analytics For DummiesAnalyticsData AnalyticsApplied Predictive AnalyticsIntelligent Techniques for Predictive Data AnalyticsPredictive AnalyticsPredictive Analytics For DummiesPredictive Business AnalyticsUnderstanding the Predictive Analytics LifecycleAnalytics & ProbabilityApplying Predictive AnalyticsApplying Predictive AnalyticsHarnessing the Power of AnalyticsData Mining and Predictive AnalyticsPredictive Analytics for Data Driven Decision MakingData-Driven Modelling and Predictive Analytics in Business and FinanceData Mining and Predictive AnalyticsPractical Predictive Analytics Vijay Kotu Richard Hurley Anasse Bari Daniel Covington Arthur Zhang Dean Abbott Neha Singh Eric Siegel Anasse Bari Lawrence Maisel Alberto Cordoba Daniel Covington Richard V. McCarthy Richard V. McCarthy Leila Halawi Daniel T. Larose L. Ashok Kumar Alex Khang Daniel T. Larose Ralph Winters Predictive Analytics and Data Mining Predictive Analytics Predictive Analytics For Dummies Analytics Data Analytics Applied Predictive Analytics Intelligent Techniques for Predictive Data Analytics Predictive Analytics Predictive Analytics For Dummies Predictive Business Analytics Understanding the Predictive Analytics Lifecycle Analytics & Probability Applying Predictive Analytics Applying Predictive Analytics Harnessing the Power of Analytics Data Mining and Predictive Analytics Predictive Analytics for Data Driven Decision Making Data-Driven Modelling and Predictive Analytics in Business and Finance Data Mining and Predictive Analytics Practical Predictive Analytics *Vijay Kotu Richard Hurley Anasse Bari Daniel Covington Arthur Zhang Dean Abbott Neha Singh Eric Siegel Anasse Bari Lawrence Maisel Alberto Cordoba Daniel Covington Richard V. McCarthy Richard V. McCarthy Leila Halawi Daniel T. Larose L. Ashok Kumar Alex Khang Daniel T. Larose Ralph Winters*

put predictive analytics into actionlearn the basics of predictive analysis and data mining through an easy to understand conceptual framework and immediately practice the concepts learned using the open source rapidminer tool whether you are brand new to data mining or working on your tenth project this book will show you how to analyze data uncover

hidden patterns and relationships to aid important decisions and predictions data mining has become an essential tool for any enterprise that collects stores and processes data as part of its operations this book is ideal for business users data analysts business analysts business intelligence and data warehousing professionals and for anyone who wants to learn data mining you ll be able to 1 gain the necessary knowledge of different data mining techniques so that you can select the right technique for a given data problem and create a general purpose analytics process 2 get up and running fast with more than two dozen commonly used powerful algorithms for predictive analytics using practical use cases 3 implement a simple step by step process for predicting an outcome or discovering hidden relationships from the data using rapidminer an open source gui based data mining tool predictive analytics and data mining techniques covered exploratory data analysis visualization decision trees rule induction k nearest neighbors naïve bayesian artificial neural networks support vector machines ensemble models bagging boosting random forests linear regression logistic regression association analysis using apriori and fp growth k means clustering density based clustering self organizing maps text mining time series forecasting anomaly detection and feature selection implementation files can be downloaded from the book companion site at learnpredictiveanalytics com demystifies data mining concepts with easy to understand language shows how to get up and running fast with 20 commonly used powerful techniques for predictive analysis explains the process of using open source rapidminer tools discusses a simple 5 step process for implementing algorithms that can be used for performing predictive analytics includes practical use cases and examples

if you want to learn about predictive analytics without having to read a boring textbook then keep reading companies are collecting more data from ever with the ease of collecting all that data all the different sources where you can receive the data and the inexpensive storage it makes sense to collect as much data as possible but without a good analysis of that data and without some time to really figure out what trends and insights are inside all of it that data becomes worthless this is where predictive analytics is going to come in handy you will be able to actually take all of the data that you have been collecting and storing and see what insights are in there to lead some of your business decisions in the future this guidebook is going to look at predictive analytics and some of the topics we will explore concerning this topic include the basics of predictive analysis how to predict events that are going to happen in the future with big data and data mining how to predict events that are going to happen in the future with the help of data analysis and statistics a look at machine learning and how this process can help make predictions how to avoid prediction traps avoid bias and make the best decisions with this analysis some of the top reasons to

implement this kind of analysis in your business the steps you can take to create your own predictive analysis model and much much more working on predictive analytics is going to be one of the best ways that your business can use the data you have to look more deeply inside and sort through the different predictions you can make click the add to cart button to start your learning

combine business sense statistics and computers in a new and intuitive way thanks to big data predictive analytics is a branch of data mining that helps predict probabilities and trends predictive analytics for dummies explores the power of predictive analytics and how you can use it to make valuable predictions for your business or in fields such as advertising fraud detection politics and others this practical book does not bog you down with loads of mathematical or scientific theory but instead helps you quickly see how to use the right algorithms and tools to collect and analyze data and apply it to make predictions topics include using structured and unstructured data building models creating a predictive analysis roadmap setting realistic goals budgeting and much more shows readers how to use big data and data mining to discover patterns and make predictions for tech savvy businesses helps readers see how to shepherd predictive analytics projects through their companies explains just enough of the science and math but also focuses on practical issues such as protecting project budgets making good presentations and more covers nuts and bolts topics including predictive analytics basics using structured and unstructured data data mining and algorithms and techniques for analyzing data also covers clustering association and statistical models creating a predictive analytics roadmap and applying predictions to the web marketing finance health care and elsewhere propose produce and protect predictive analytics projects through your company with predictive analytics for dummies

so many people dream of becoming their own boss or succeeding in their chosen profession and with the resources available today more entrepreneurs and professionals are achieving great success however success should be defined for the long term and as opportunities start to grow so does the competition getting your business up and running or starting on your career path is one thing but have a sustainable business or career is completely another many people make the mistake of making plans but having no follow through this is where analytics comes in donÕt you wish to have the power to know what your target consumers are thinking wonÕt you want to have a preview of what future trends to expect in the market you are in well this book is just the one you need this book will teach you in simple and easy to understand terms how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time

the ultimate guide to data science and analytics this practical guide is accessible for the reader who is relatively new to the field of data analytics while still remaining robust and detailed enough to function as a helpful guide to those already experienced in the field data science is expanding in breadth and growing rapidly in importance as technology rapidly integrates ever deeper into business and our daily lives the need for a succinct and informal guide to this important field has never been greater right now you can get ahead of the pack this coherent guide covers everything you need to know on the subject of data science with numerous concrete examples and invites the reader to dive further into this exciting field students from a variety of academic backgrounds including computer science business engineering statistics anyone interested in discovering new ideas and insights derived from data can use this as a textbook at the same time professionals such as managers executives professors analysts doctors developers computer scientists accountants and others can use this book to make a quantum leap in their knowledge of big data in a matter of only a few hours learn how to understand this field and uncover actionable insights from data through analytics understand the following key insights when you grab your copy today why data is important to your business data sources how data can improve your business how big data creates value development of big data considering the pros and cons of big data big data for small businesses the cost effectiveness of data analytics what to consider when preparing for a new big data solution data gathering data scrubbing descriptive analytics inferential statistics predictive analytics predictive models descriptive modeling decision modeling predictive analysis methods machine learning techniques data analysis with r analytical customer relationship management crm the use of predictive analytics in healthcare the use of predictive analytics in the financial sector predictive analytics business marketing strategies fraud detection shipping business controlling risk factors the revolution of predictive analysis across a variety of industries descriptive and predictive analysis crucial factors for data analysis resources and flexible technical structure business intelligence hyper targeting what is data science data munging demystifying data science security risks today big data and impacts on everyday life finance and big data applying sentiment analysis risk evaluation and the data scientist the finance industry and real time analytics how big data is beneficial to the customer customer segmentation is good for business use of big data benefits in marketing google trends the profile of a perfect customer lead scoring in predictive analysis evaluating the worth of lifetime value big data advantages and disadvantages making comparisons with competitors data science in the travel sector safety enhancements thanks to big data big data and agriculture big data and law enforcement the use of big data in the public sector big data and gaming prescriptive analytics google s self driving car and much more want more scroll up and grab this

helpful guide toady

learn the art and science of predictive analytics techniques that get results predictive analytics is what translates big data into meaningful usable business information written by a leading expert in the field this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics it clearly explains the theory behind predictive analytics teaches the methods principles and techniques for conducting predictive analytics projects and offers tips and tricks that are essential for successful predictive modeling hands on examples and case studies are included the ability to successfully apply predictive analytics enables businesses to effectively interpret big data essential for competition today this guide teaches not only the principles of predictive analytics but also how to apply them to achieve real pragmatic solutions explains methods principles and techniques for conducting predictive analytics projects from start to finish illustrates each technique with hands on examples and includes as series of in depth case studies that apply predictive analytics to common business scenarios a companion website provides all the data sets used to generate the examples as well as a free trial version of software applied predictive analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data

comprehensive resource covering tools and techniques used for predictive analytics with practical applications across various industries intelligent techniques for predictive data analytics provides an in depth introduction of the tools and techniques used for predictive analytics covering applications in cyber security network security data mining and machine learning across various industries each chapter offers a brief introduction on the subject to make the text accessible regardless of background knowledge readers will gain a clear understanding of how to use data processing classification and analysis to support strategic decisions such as optimizing marketing strategies and customer relationship management and recommendation systems improving general business operations and predicting occurrence of chronic diseases for better patient management traditional data analytics uses dashboards to illustrate trends and outliers but with large data sets this process is labor intensive and time consuming this book provides everything readers need to save time by performing deep efficient analysis without human bias and time constraints a section on current challenges in the field is also included intelligent techniques for predictive data analytics covers sample topics such as models to choose from in predictive modeling including classification clustering forecast outlier and time series models price forecasting quality optimization and insect and disease plant and monitoring in agriculture fraud detection and prevention credit scoring

financial planning and customer analytics big data in smart grids smart grid analytics and predictive smart grid quality monitoring maintenance and load forecasting management of uncertainty in predictive data analytics and probable future developments in the field intelligent techniques for predictive data analytics is an essential resource on the subject for professionals and researchers working in data science or data management seeking to understand the different models of predictive analytics along with graduate students studying data science courses and professionals and academics new to the field

in this rich entertaining primer former columbia university professor and predictive analytics world founder eric siegel reveals the power and perils of prediction what type of mortgage risk chase bank predicted before the recession predicting which people will drop out of school cancel a subscription or get divorced before they are even aware of it themselves why early retirement decreases life expectancy and vegetarians miss fewer flights five reasons why organizations predict death including one health insurance company a truly omnipresent science predictive analytics affects everyone every day although largely unseen it drives millions of decisions determining whom to call mail investigate incarcerate set up on a date or medicate predictive analytics transcends human perception this book s final chapter answers the riddle what often happens to you that cannot be witnessed and that you can t even be sure has happened afterward but that can be predicted in advance whether you are a consumer of it or consumed by it get a handle on the power of predictive analytics this book is easily understood by all readers rather than a how to for hands on techies the book entices lay readers and experts alike by covering new case studies and the latest state of the art techniques

use big data and technology to uncover real world insights you don t need a time machine to predict the future all it takes is a little knowledge and know how and predictive analytics for dummies gets you there fast with the help of this friendly guide you ll discover the core of predictive analytics and get started putting it to use with readily available tools to collect and analyze data in no time you ll learn how to incorporate algorithms through data models identify similarities and relationships in your data and predict the future through data classification along the way you ll develop a roadmap by preparing your data creating goals processing your data and building a predictive model that will get you stakeholder buy in big data has taken the marketplace by storm and companies are seeking qualified talent to quickly fill positions to analyze the massive amount of data that are being collected each day if you want to get in on the action and either learn or deepen your understanding of how to use predictive analytics to find real relationships between what you know and what you want to know everything you need is

a page away offers common use cases to help you get started covers details on modeling k means clustering and more includes information on structuring your data provides tips on outlining business goals and approaches the future starts today with the help of predictive analytics for dummies

discover the breakthrough tool your company can use to make winning decisions this forward thinking book addresses the emergence of predictive business analytics how it can help redefine the way your organization operates and many of the misconceptions that impede the adoption of this new management capability filled with case examples predictive business analytics defines ways in which specific industries have applied these techniques and tools and how predictive business analytics can complement other financial applications such as budgeting forecasting and performance reporting examines how predictive business analytics can help your organization understand its various drivers of performance their relationship to future outcomes and improve managerial decision making looks at how to develop new insights and understand business performance based on extensive use of data statistical and quantitative analysis and explanatory and predictive modeling written for senior financial professionals as well as general and divisional senior management visionary and effective predictive business analytics reveals how you can use your business s skills technologies tools and processes for continuous analysis of past business performance to gain forward looking insight and drive business decisions and actions

a high level informal look at the different stages of the predictive analytics cycle understanding the predictive analytics lifecycle covers each phase of the development of a predictive analytics initiative through the use of illuminating case studies across a range of industries that include banking megaresorts mobile operators healthcare manufacturing and retail the book successfully illustrates each phase of the predictive analytics cycle to create a playbook for future projects predictive business analytics involves a wide variety of inputs that include individuals skills technologies tools and processes to create a successful analytics program or project to gain forward looking insight into making business decisions and actions all of these factors must properly align the book focuses on developing new insights and understanding business performance based on extensive use of data statistical and quantitative analysis explanatory and predictive modeling and fact based management as input for human decisions the book includes an overview of all relevant phases design prepare explore model communicate and measure coverage of the stages of the predictive analytics cycle across different industries and countries a chapter dedicated to each of the phases of the development of a predictive initiative a

comprehensive overview of the entire analytic process lifecycle if you re an executive looking to understand the predictive analytics lifecycle this is a must read resource and reference guide

2 books in 1 use the power of analytics and probability to discover what your target customers are thinking and how to use that as an edge in identifying solutions and strategies to help you move forward book 1 analytics data science data analysis and predictive analytics for business getting your business up and running or starting on your career path is one thing but have a sustainable business or career is completely another many people make the mistake of making plans but having no follow through this is where analytics comes in don t you wish to have the power to know what your target consumers are thinking won t you want to have a preview of what future trends to expect in the market you are in well this book is just the one you need this book will teach you in simple and easy to understand terms how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time the contents of this book are designed to help you use data to your advantage to enhance business outcomes here s what this book will teach you why data is your single most powerful tool how to conduct data analysis to enhance your business which steps to take in performing predictive analysis what techniques you need to employ to achieve sustainable success plus descriptive analysis predictive analysis regression techniques machine learning strategies risk management tips and much much more book 2 probability risk management statistics combinations and permutations for business whether you are retail employee or a budding entrepreneur or really just someone looking to contribute to your place of work you will surely encounter problems that require planning and analysis to address them what you may not know is that most of the time statistics specifically probability and its concepts will often give you an edge in identifying solutions and strategies to help you move forward with a great plan and you re in luck because in this book you will get to know what probability is and more importantly how it can help you solve the problems you encounter in your business work and day to day life specifically this book will help you how to summarize data measure variability learn the core concepts of probability gain knowledge of probability distributions and their functions realize the importance of probability rules in business become adept at using probabilities in life and at work identify the types of risk your business can face how to effectively manage risk using probability understand how to use probability and statistics in business how to optimize your business and improve brand loyalty learn how to improve your customer experience and predict customer behavior understand the components of the business intelligence infrastructure you will never be able to get information this comprehensive anywhere else knowing and following

the strategies in this book would surely get you on your way to having the best business outcomes do not delay grab a copy of this book today

this textbook presents a practical approach to predictive analytics for classroom learning it focuses on using analytics to solve business problems and compares several different modeling techniques all explained from examples using the sas enterprise miner software the authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities each chapter includes an opening vignette that provides real life example of how business analytics have been used in various aspects of organizations to solve issue or improve their results a running case provides an example of a how to build and analyze a complex analytics model and utilize it to predict future outcomes

the new edition of this textbook presents a practical updated approach to predictive analytics for classroom learning the authors focus on using analytics to solve business problems and compares several different modeling techniques all explained from examples using the sas enterprise miner software the authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities each chapter includes an opening vignette that provides real life examples of how business analytics have been used in various aspects of organizations to solve issues or improve their results a running case provides an example of a how to build and analyze a complex analytics model and utilize it to predict future outcomes the new edition includes chapters on clusters and associations and text mining to support predictive models an additional case is also included that can be used with each chapter or as a semester project

this text highlights the difference between analytics and data science using predictive analytic techniques to analyze different historical data including aviation data and concrete data interpreting the predictive models and highlighting the steps to deploy the models and the steps ahead the book combines the conceptual perspective and a hands on approach to predictive analytics using sas viya an analytic and data management platform the authors use sas viya to focus on analytics to solve problems highlight how analytics is applied in the airline and business environment and compare several different modeling techniques they decipher complex algorithms to demonstrate how they can be applied and explained within improving decisions

learn methods of data analysis and their application to real world data sets this updated second edition serves as an introduction to data mining methods and models including association rules clustering neural networks logistic regression and multivariate analysis the authors apply a unified

white box approach to data mining methods and models this approach is designed to walk readers through the operations and nuances of the various methods using small data sets so readers can gain an insight into the inner workings of the method under review chapters provide readers with hands on analysis problems representing an opportunity for readers to apply their newly acquired data mining expertise to solving real problems using large real world data sets data mining and predictive analytics offers comprehensive coverage of association rules clustering neural networks logistic regression multivariate analysis and r statistical programming language features over 750 chapter exercises allowing readers to assess their understanding of the new material provides a detailed case study that brings together the lessons learned in the book includes access to the companion website dataminingconsultant with exclusive password protected instructor content data mining and predictive analytics will appeal to computer science and statistic students as well as students in mba programs and chief executives

predictive analytics is an evolving field and has applications across all domains and sectors this book will introduce to the reader the concept of predictive analytics and cover in detail the predictive analytic models tools and techniques involved the book will also cover the applications of predictive analytics in various domains including health care banking agriculture retailing sports and industries using smart grid and industrial drivers with real world scenarios this book covers performance improvement and enhancement techniques with the aid of intelligent predictive analytical algorithms to predict future patterns this would be a handy guide covering all steps from identification of the problem preparing the data model building and recommending solutions hence the readers can experience the various types of performance improvement techniques and implement them in their specific domain

data driven and ai aided applications are next generation technologies that can be used to visualize and realize intelligent transactions in finance banking and business these transactions will be enabled by powerful data driven solutions iot technologies ai aided techniques data analytics and visualization tools to implement these solutions frameworks will be needed to support human control of intelligent computing and modern business systems the power and consistency of data driven competencies are a critical challenge and so is developing explainable ai xai to make data driven transactions transparent data driven modelling and predictive analytics in business and finance covers the need for intelligent business solutions and applications explaining how business applications use algorithms and models to bring out the desired results the book covers data driven modelling predictive analytics data analytics and visualization tools ai aided

applications cybersecurity techniques cloud computing iot enabled systems for developing smart financial systems this book was written for business analysts financial analysts scholars researchers academics professionals and students so they may be able to share and contribute new ideas methodologies technologies approaches models frameworks theories and practices

learn methods of data analysis and their application to real world data sets this updated second edition serves as an introduction to data mining methods and models including association rules clustering neural networks logistic regression and multivariate analysis the authors apply a unified white box approach to data mining methods and models this approach is designed to walk readers through the operations and nuances of the various methods using small data sets so readers can gain an insight into the inner workings of the method under review

make sense of your data and predict the unpredictable about this book a unique book that centers around develop six key practical skills needed to develop and implement predictive analytics apply the principles and techniques of predictive analytics to effectively interpret big data solve real world analytical problems with the help of practical case studies and real world scenarios taken from the world of healthcare marketing and other business domains who this book is for this book is for those with a mathematical statistics background who wish to understand the concepts techniques and implementation of predictive analytics to resolve complex analytical issues basic familiarity with a programming language of r is expected what you will learn master the core predictive analytics algorithm which are used today in business learn to implement the six steps for a successful analytics project classify the right algorithm for your requirements use and apply predictive analytics to research problems in healthcare implement predictive analytics to retain and acquire your customers use text mining to understand unstructured data develop models on your own pc or in spark hadoop environments implement predictive analytics products for customers in detail this is the go to book for anyone interested in the steps needed to develop predictive analytics solutions with examples from the world of marketing healthcare and retail we ll get started with a brief history of predictive analytics and learn about different roles and functions people play within a predictive analytics project then we will learn about various ways of installing r along with their pros and cons combined with a step by step installation of rstudio and a description of the best practices for organizing your projects on completing the installation we will begin to acquire the skills necessary to input clean and prepare your data for modeling we will learn the six specific steps needed to implement and successfully deploy a predictive model starting from asking the right

questions through model development and ending with deploying your predictive model into production we will learn why collaboration is important and how agile iterative modeling cycles can increase your chances of developing and deploying the best successful model we will continue your journey in the cloud by extending your skill set by learning about databricks and sparkr which allow you to develop predictive models on vast gigabytes of data style and approach this book takes a practical hands on approach wherein the algorithms will be explained with the help of real world use cases it is written in a well researched academic style which is a great mix of theoretical and practical information code examples are supplied for both theoretical concepts as well as for the case studies key references and summaries will be provided at the end of each chapter so that you can explore those topics on their own

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