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Learning Predictive Analytics with Python Ashish Kumar,2016-02-15 Gain practical insights into predictive modelling by implementing Predictive Analytics algorithms on public datasets with Python About This Book A step by step guide to predictive modeling including lots of tips tricks and best practices Get to grips with the basics of Predictive Analytics with Python Learn how to use the popular predictive modeling algorithms such as Linear Regression Decision Trees Logistic Regression and Clustering Who This Book Is For If you wish to learn how to implement Predictive Analytics algorithms using Python libraries then this is the book for you If you are familiar with coding in Python or some other programming statistical scripting language but have never used or read about Predictive Analytics algorithms this book will also help you The book will be beneficial to and can be read by any Data Science enthusiasts Some familiarity with Python will be useful to get the most out of this book but it is certainly not a prerequisite What You Will Learn Understand the statistical and mathematical concepts behind Predictive Analytics algorithms and implement Predictive Analytics algorithms using Python libraries Analyze the result parameters arising from the implementation of Predictive Analytics algorithms Write Python modules functions from scratch to execute segments or the whole of these algorithms Recognize and mitigate various contingencies and issues related to the implementation of Predictive Analytics algorithms Get to know various methods of importing cleaning sub setting merging joining concatenating exploring grouping and plotting data with pandas and numpy Create dummy datasets and simple mathematical simulations using the Python numpy and pandas libraries Understand the best practices while handling datasets in Python and creating predictive models out of them In Detail Social Media and the Internet of Things have resulted in an avalanche of data Data is powerful but not in its raw form It needs to be processed and modeled and Python is one of the most robust tools out there to do so It has an array of packages for predictive modeling and a suite of IDEs to choose from Learning to predict who would win lose buy lie or die with Python is an indispensable skill set to have in this data age This book is your guide to getting started with Predictive Analytics using Python You will see how to process data and make predictive models from it We balance both statistical and mathematical concepts and implement them in Python using libraries such as pandas scikit learn and numpy You ll start by getting an understanding of the basics of predictive modeling then you will see how to cleanse your data of impurities and get it ready it for predictive modeling You will also learn more about the best predictive modeling algorithms such as Linear Regression Decision Trees and Logistic Regression Finally you will see the best practices in predictive modeling as well as the different applications of predictive modeling in the modern world Style and approach All the concepts in this book been explained and illustrated using a dataset and in a step by step manner The Python code snippet to implement a method or concept is followed by the output such as charts dataset heads pictures and so on The statistical concepts are explained in detail wherever required   Data Analysis with R Tony Fischetti,2015-12-22 Load wrangle and analyze your data using the world s most powerful statistical

programming language About This Book Load manipulate and analyze data from different sources Gain a deeper understanding of fundamentals of applied statistics A practical guide to performing data analysis in practice Who This Book Is For Whether you are learning data analysis for the first time or you want to deepen the understanding you already have this book will prove to an invaluable resource If you are looking for a book to bring you all the way through the fundamentals to the application of advanced and effective analytics methodologies and have some prior programming experience and a mathematical background then this is for you What You Will Learn Navigate the R environment Describe and visualize the behavior of data and relationships between data Gain a thorough understanding of statistical reasoning and sampling Employ hypothesis tests to draw inferences from your data Learn Bayesian methods for estimating parameters Perform regression to predict continuous variables Apply powerful classification methods to predict categorical data Handle missing data gracefully using multiple imputation Identify and manage problematic data points Employ parallelization and Rcpp to scale your analyses to larger data Put best practices into effect to make your job easier and facilitate reproducibility In Detail Frequently the tool of choice for academics R has spread deep into the private sector and can be found in the production pipelines at some of the most advanced and successful enterprises The power and domain specificity of R allows the user to express complex analytics easily quickly and succinctly With over 7 000 user contributed packages it s easy to find support for the latest and greatest algorithms and techniques Starting with the basics of R and statistical reasoning Data Analysis with R dives into advanced predictive analytics showing how to apply those techniques to real world data though with real world examples Packed with engaging problems and exercises this book begins with a review of R and its syntax From there get to grips with the fundamentals of applied statistics and build on this knowledge to perform sophisticated and powerful analytics Solve the difficulties relating to performing data analysis in practice and find solutions to working with messy data large data communicating results and facilitating reproducibility This book is engineered to be an invaluable resource through many stages of anyone s career as a data analyst Style and approach Learn data analysis using engaging examples and fun exercises and with a gentle and friendly but comprehensive learn by doing approach *Handbook of HydroInformatics* Saeid Eslamian,Faezeh Eslamian,2022-11-30 Classic Soft Computing Techniques is the first volume of the three in the Handbook of HydroInformatics series Through this comprehensive 34 chapters work the contributors explore the difference between traditional computing also known as hard computing and soft computing which is based on the importance given to issues like precision certainty and rigor The chapters go on to define fundamentally classic soft computing techniques such as Artificial Neural Network Fuzzy Logic Genetic Algorithm Supporting Vector Machine Ant Colony Based Simulation Bat Algorithm Decision Tree Algorithm Firefly Algorithm Fish Habitat Analysis Game Theory Hybrid Cuckoo Harmony Search Algorithm Honey Bee Mating Optimization Imperialist Competitive Algorithm Relevance Vector Machine etc It is a fully comprehensive handbook providing all the information needed around classic soft computing

techniques This volume is a true interdisciplinary work and the audience includes postgraduates and early career researchers interested in Computer Science Mathematical Science Applied Science Earth and Geoscience Geography Civil Engineering Engineering Water Science Atmospheric Science Social Science Environment Science Natural Resources and Chemical Engineering Key insights from global contributors in the fields of data management research climate change and resilience insufficient data problem etc Offers applied examples and case studies in each chapter providing the reader with real world scenarios for comparison Introduces classic soft computing techniques necessary for a range of disciplines

Machine Learning using Python Dr. Ramu Kuchipudi, Dr. K. Sai Madhuri, Dr. Vivek Ravishankar Dubey, Dr. Ashish B. Patel,2025-12-09 Machine Learning using Python introduces the concepts techniques and applications of machine learning with practical implementation using the Python programming language The course focuses on data preprocessing exploratory data analysis and the use of supervised and unsupervised learning algorithms such as linear regression classification clustering and decision trees It covers popular Python libraries including NumPy Pandas Matplotlib and Scikit learn for building training and evaluating models This subject equips learners with hands on skills to develop intelligent data driven solutions for real world problems in domains such as business analytics healthcare and engineering Knowledge Management and Digital Transformation Power Orhan TORKUL,Tuğba TUNACAN,2022-11-25 NDEK LER ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING TECHNIQUES IN DISTANCE EDUCATION 2012 2021 A SYSTEMATIC REVIEW MEHMET BARI HORZUM DEN Z DEM RC O LU D REN THE ROLE OF CUSTOMER KNOWLEDGE IN DIGITAL TRANSFORMATION CUSTOMER KNOWLEDGE MANAGEMENT AS A COMPETITIVE ADVANTAGE THROUGH SOCIAL MEDIA PLATFORMS LEVENT ALLI MACHINE LEARNING AS A TOOL FOR ACHIEVING DIGITAL TRANSFORMATION MERVE C YUNUS EMRE TORKUL HSAN HAKAN SELV BLOCKCHAIN BASED ENERGY MANAGEMENT FOR SUPPLY CHAIN MANAGEMENT ERAY A IKG Z BERR N DEN ZHAN A STUDY ON DEEP LEARNING BASED APPLICATIONS USED IN AGRICULTURE IN TURKIYE G NAY TEM R BLOCKCHAIN AND INFORMATION SHARING FAT H ALLI INDUSTRY 4 0 SMART FACTORIES AND EFFECTS ON BUSINESS T JEN VER Z EL K HSAN HAKAN SELV AYTEN YILMAZ YAL INER MUHAMMED TAHA ZEREN ANALYSIS OF THE PARAMETERS THAT AFFECT THE MOISTURE CONTENT OF THE PUMPKIN BY DATA MINING FEYZA G RB Z OPPORTUNITIES AND CHALLENGES OF DIGITAL TRANSFORMATION IN SMEs THE ROLE OF DYNAMIC CAPABILITIES AS A CATALYST B RA ALMA ALLI A CUSTOMER CENTRIC ANALYTICS FRAMEWORK AND INSIGHTS OF DIGITAL TRANSFORMATION MER FARUK SEYMEN THE FUTURE OF MONEY AS A FINANCIAL INVESTMENT TOOL CENTRAL BANK DIGITAL CURRENCY NC MERVE ALTAN *Advanced Computing and Intelligent Engineering* Bibudhendu Pati,Chhabi Rani Panigrahi,Rajkumar Buyya,Kuan-Ching Li,2020-02-18 This book gathers high quality research papers presented at the 3rd International Conference on Advanced Computing and Intelligent Engineering ICACIE 2018 It includes sections describing technical advances and the latest research in the fields of

computing and intelligent engineering Intended for graduate students and researchers working in the disciplines of computer science and engineering the proceedings will also appeal to researchers in the field of electronics as they cover hardware technologies and future communication technologies   **R: Predictive Analysis** ,2017   **Pattern Recognition Primer** Karol Przystalski,Maciej J. Ogorzałek,Jan K. Argasiński,Wiesław Chmielnicki, This textbook provides semester length coverage of pattern recognition classification accessible to everyone who would like to understand how pattern recognition and machine learning works It explores the most commonly used classification methods in an intelligible way Unlike other books available for this course this one explains from top to bottom each method with all needed details Every method described is explained with examples in Python The presentation is designed to be highly accessible to students from a variety of disciplines with no experience in machine learning Each chapter contains easy to understand code samples as well as exercises to consolidate and test knowledge   Foundations of Data Science Jeganraja Rajamani, Gopala Krishna Murthy H.R., Ms. M. Sathyapriya, Dr. S. Muthurajan,2026-02-04 Foundations of Data Science introduces the fundamental concepts tools and techniques used to extract meaningful insights from data The subject covers data collection cleaning exploration visualization probability statistics and basic machine learning methods It emphasizes data driven decision making analytical thinking and the use of programming tools such as Python or R for data analysis The course also introduces data ethics privacy considerations and real world applications across various domains It provides a strong foundation for advanced studies in data analytics artificial intelligence and computational research   **Artificial Intelligence and Data Science** Dr. Dhananjaya Reddy, Dr. Love Kumar, Dr. Vinod Wamanrao Gangane, Mr. Yadavalli Suresh Kumar,2026-01-30 Artificial Intelligence and Data Science is a comprehensive academic text that explores the principles techniques and applications of intelligent systems and data driven decision making The book covers core topics such as data collection and preprocessing exploratory data analysis probability and statistics machine learning algorithms deep learning natural language processing computer vision big data technologies and model evaluation techniques It emphasizes the integration of artificial intelligence methods with data science tools to extract meaningful insights from structured and unstructured data Through practical examples case studies and real world applications in healthcare finance business and engineering the book helps students and professionals develop analytical computational and problem solving skills required to design and implement intelligent data driven solutions   Management and Business Research Mark Easterby-Smith,Lena J. Jaspersen,Richard Thorpe,Danat Valizade,2021-04-28 This bestselling textbook has been fully updated and provides readers with a comprehensive overview of methods for conducting business and management research Highly visual and written in a clear and accessible way the book includes helpful learning features throughout including learning goals at the start of each chapter a research in action feature examples a Research Plan Canvas template and more The content has been brought up to date with the inclusion of big data predictive analytics and a dedicated chapter on machine learning Accompanying the book is a wealth of online

resources to further enhance your learning experience including MCQs Video content Templates and data sets Glossary flashcards Additional case studies These can be accessed by students at study sagepub com easterbysmith7e <u>Mastering Predictive Analytics with R</u> Rui Miguel Forte,2015-06-17 R offers a free and open source environment that is perfect for both learning and deploying predictive modeling solutions in the real world With its constantly growing community and plethora of packages R offers the functionality to deal with a truly vast array of problems This book is designed to be both a guide and a reference for moving beyond the basics of predictive modeling The book begins with a dedicated chapter on the language of models and the predictive modeling process Each subsequent chapter tackles a particular type of model such as neural networks and focuses on the three important questions of how the model works how to use R to train it and how to measure and assess its performance using real world data sets By the end of this book you will have explored and tested the most popular modeling techniques in use on real world data sets and mastered a diverse range of techniques in predictive analytics **R** Tony Fischetti,Eric Mayor,Rui Forte,2017 Master the art of predictive modeling About This Book Load wrangle and analyze your data using the world s most powerful statistical programming language Familiarize yourself with the most common data mining tools of R such as k means hierarchical regression linear regression Na ve Bayes decision trees text mining and so on We emphasize important concepts such as the bias variance trade off and over fitting which are pervasive in predictive modeling Who This Book Is For If you work with data and want to become an expert in predictive analysis and modeling then this Learning Path will serve you well It is intended for budding and seasoned practitioners of predictive modeling alike You should have basic knowledge of the use of R although it s not necessary to put this Learning Path to great use What You Will Learn Get to know the basics of R s syntax and major data structures Write functions load data and install packages Use different data sources in R and know how to interface with databases and request and load JSON and XML Identify the challenges and apply your knowledge about data analysis in R to imperfect real world data Predict the future with reasonably simple algorithms Understand key data visualization and predictive analytic skills using R Understand the language of models and the predictive modeling process In Detail Predictive analytics is a field that uses data to build models that predict a future outcome of interest It can be applied to a range of business strategies and has been a key player in search advertising and recommendation engines The power and domain specificity of R allows the user to express complex analytics easily quickly and succinctly R offers a free and open source environment that is perfect for both learning and deploying predictive modeling solutions in the real world This Learning Path will provide you with all the steps you need to master the art of predictive modeling with R We start with an introduction to data analysis with R and then gradually you ll get your feet wet with predictive modeling You will get to grips with the fundamentals of applied statistics and build on this knowledge to perform sophisticated and powerful analytics You will be able to solve the difficulties relating to performing data analysis in practice and find solutions to working with messy data large data communicating results and

facilitating reproducibility You will then perform key predictive **Python: Data Analytics and Visualization** Phuong Vo.T.H,Martin Czygan,Ashish Kumar,Kirthi Raman,2017-03-31 Understand evaluate and visualize data About This Book Learn basic steps of data analysis and how to use Python and its packages A step by step guide to predictive modeling including tips tricks and best practices Effectively visualize a broad set of analyzed data and generate effective results Who This Book Is For This book is for Python Developers who are keen to get into data analysis and wish to visualize their analyzed data in a more efficient and insightful manner What You Will Learn Get acquainted with NumPy and use arrays and array oriented computing in data analysis Process and analyze data using the time series capabilities of Pandas Understand the statistical and mathematical concepts behind predictive analytics algorithms Data visualization with Matplotlib Interactive plotting with NumPy Scipy and MKL functions Build financial models using Monte Carlo simulations Create directed graphs and multi graphs Advanced visualization with D3 In Detail You will start the course with an introduction to the principles of data analysis and supported libraries along with NumPy basics for statistics and data processing Next you will overview the Pandas package and use its powerful features to solve data processing problems Moving on you will get a brief overview of the Matplotlib API Next you will learn to manipulate time and data structures and load and store data in a file or database using Python packages You will learn how to apply powerful packages in Python to process raw data into pure and helpful data using examples You will also get a brief overview of machine learning algorithms that is applying data analysis results to make decisions or building helpful products such as recommendations and predictions using Scikit learn After this you will move on to a data analytics specialization predictive analytics Social media and IOT have resulted in an avalanche of data You will get started with predictive analytics using Python You will see how to create predictive models from data You will get balanced information on statistical and mathematical concepts and implement them in Python using libraries such as Pandas scikit learn and NumPy You ll learn more about the best predictive modeling algorithms such as Linear Regression Decision Tree and Logistic Regression Finally you will master best practices in predictive modeling After this you will get all the practical guidance you need to help you on the journey to effective data visualization Starting with a chapter on data frameworks which explains the transformation of data into information and eventually knowledge this path subsequently cover the complete visualization process using the most popular Python libraries with working examples This Learning Path combines some of the best that Packt has to offer in one complete curated package It includes content from the following Packt products Getting Started with Python Data Analysis Phuong Vo T H Martin Czygan Learning Predictive Analytics with Python Ashish Kumar Mastering Python Data Visualization Kirthi Raman Style and approach The course acts as a step by step guide to get you familiar with data analysis and the libraries supported by Python with the help of real world examples and datasets It also helps you gain practical insights into predictive modeling by implementing predictive analytics algorithms on public datasets with Python The course offers a wealth of practical guidance to help you on this journey to data

visualization   *Machine Learning with R* Brett Lantz,2019-04-15 Solve real world data problems with R and machine learning Key Features Third edition of the bestselling widely acclaimed R machine learning book updated and improved for R 3 6 and beyond Harness the power of R to build flexible effective and transparent machine learning models Learn quickly with a clear hands on guide by experienced machine learning teacher and practitioner Brett Lantz Book Description Machine learning at its core is concerned with transforming data into actionable knowledge R offers a powerful set of machine learning methods to quickly and easily gain insight from your data Machine Learning with R Third Edition provides a hands on readable guide to applying machine learning to real world problems Whether you are an experienced R user or new to the language Brett Lantz teaches you everything you need to uncover key insights make new predictions and visualize your findings This new 3rd edition updates the classic R data science book to R 3 6 with newer and better libraries advice on ethical and bias issues in machine learning and an introduction to deep learning Find powerful new insights in your data discover machine learning with R What you will learn Discover the origins of machine learning and how exactly a computer learns by example Prepare your data for machine learning work with the R programming language Classify important outcomes using nearest neighbor and Bayesian methods Predict future events using decision trees rules and support vector machines Forecast numeric data and estimate financial values using regression methods Model complex processes with artificial neural networks the basis of deep learning Avoid bias in machine learning models Evaluate your models and improve their performance Connect R to SQL databases and emerging big data technologies such as Spark H2O and TensorFlow Who this book is for Data scientists students and other practitioners who want a clear accessible guide to machine learning with R   **Mastering Predictive Analytics with R** James D. Miller,Rui Miguel Forte,2017 Master the craft of predictive modeling in R by developing strategy intuition and a solid foundation in essential concepts About This Book Grasping the major methods of predictive modeling and moving beyond black box thinking to a deeper level of understanding Leveraging the flexibility and modularity of R to experiment with a range of different techniques and data types Packed with practical advice and tips explaining important concepts and best practices to help you understand quickly and easily Who This Book Is For Although budding data scientists predictive modelers or quantitative analysts with only basic exposure to R and statistics will find this book to be useful the experienced data scientist professional wishing to attain master level status will also find this book extremely valuable This book assumes familiarity with the fundamentals of R such as the main data types simple functions and how to move data around Although no prior experience with machine learning or predictive modeling is required there are some advanced topics provided that will require more than novice exposure What You Will Learn Master the steps involved in the predictive modeling process Grow your expertise in using R and its diverse range of packages Learn how to classify predictive models and distinguish which models are suitable for a particular problem Understand steps for tidying data and improving the performing metrics Recognize the assumptions strengths and

weaknesses of a predictive model Understand how and why each predictive model works in R Select appropriate metrics to assess the performance of different types of predictive model Explore word embedding and recurrent neural networks in R Train models in R that can work on very large datasets In Detail R offers a free and open source environment that is perfect for both learning and deploying predictive modeling solutions With its constantly growing community and plethora of packages R offers the functionality to deal with a truly vast array of problems The book begins with a dedicated chapter on the language of models and the predictive modeling process You will understand the learning curve and the process of tidying data Each subsequent chapter tackles a particular type of model such as neural networks and focuses on the three important questions of how the model works how to use R to train it and how to measure and assess its performance using real world datasets How do y   Machine Learning with R Cookbook Chiu Yu-Wei,Yu-Wei Chiu,2015 If you want to learn how to use R for machine learning and gain insights from your data then this book is ideal for you Regardless of your level of experience this book covers the basics of applying R to machine learning through to advanced techniques While it is helpful if you are familiar with basic programming or machine learning concepts you do not require prior experience to benefit from this book   *Learning Predictive Analytics with R* Eric Mayor,2015-09-24 Get to grips with key data visualization and predictive analytic skills using R About This Book Acquire predictive analytic skills using various tools of R Make predictions about future events by discovering valuable information from data using R Comprehensible guidelines that focus on predictive model design with real world data Who This Book Is For If you are a statistician chief information officer data scientist ML engineer ML practitioner quantitative analyst and student of machine learning this is the book for you You should have basic knowledge of the use of R Readers without previous experience of programming in R will also be able to use the tools in the book What You Will Learn Customize R by installing and loading new packages Explore the structure of data using clustering algorithms Turn unstructured text into ordered data and acquire knowledge from the data Classify your observations using Naive Bayes k NN and decision trees Reduce the dimensionality of your data using principal component analysis Discover association rules using Apriori Understand how statistical distributions can help retrieve information from data using correlations linear regression and multilevel regression Use PMML to deploy the models generated in R In Detail R is statistical software that is used for data analysis There are two main types of learning from data unsupervised learning where the structure of data is extracted automatically and supervised learning where a labeled part of the data is used to learn the relationship or scores in a target attribute As important information is often hidden in a lot of data R helps to extract that information with its many standard and cutting edge statistical functions This book is packed with easy to follow guidelines that explain the workings of the many key data mining tools of R which are used to discover knowledge from your data You will learn how to perform key predictive analytics tasks using R such as train and test predictive models for classification and regression tasks score new data sets and so on All chapters will guide you in acquiring the skills in a

practical way Most chapters also include a theoretical introduction that will sharpen your understanding of the subject matter and invite you to go further The book familiarizes you with the most common data mining tools of R such as k means hierarchical regression linear regression association rules principal component analysis multilevel modeling k NN Naive Bayes decision trees and text mining It also provides a description of visualization techniques using the basic visualization tools of R as well as lattice for visualizing patterns in data organized in groups This book is invaluable for anyone fascinated by the data mining opportunities offered by GNU R and its packages Style and approach This is a practical book which analyzes compelling data about life health and death with the help of tutorials It offers you a useful way of interpreting the data that s specific to this book but that can also be applied to any other data **Big Data Analytics with R** Simon Walkowiak,2016-07-29 Utilize R to uncover hidden patterns in your Big Data About This Book Perform computational analyses on Big Data to generate meaningful results Get a practical knowledge of R programming language while working on Big Data platforms like Hadoop Spark H2O and SQL NoSQL databases Explore fast streaming and scalable data analysis with the most cutting edge technologies in the market Who This Book Is For This book is intended for Data Analysts Scientists Data Engineers Statisticians Researchers who want to integrate R with their current or future Big Data workflows It is assumed that readers have some experience in data analysis and understanding of data management and algorithmic processing of large quantities of data however they may lack specific skills related to R What You Will Learn Learn about current state of Big Data processing using R programming language and its powerful statistical capabilities Deploy Big Data analytics platforms with selected Big Data tools supported by R in a cost effective and time saving manner Apply the R language to real world Big Data problems on a multi node Hadoop cluster e g electricity consumption across various socio demographic indicators and bike share scheme usage Explore the compatibility of R with Hadoop Spark SQL and NoSQL databases and H2O platform In Detail Big Data analytics is the process of examining large and complex data sets that often exceed the computational capabilities R is a leading programming language of data science consisting of powerful functions to tackle all problems related to Big Data processing The book will begin with a brief introduction to the Big Data world and its current industry standards With introduction to the R language and presenting its development structure applications in real world and its shortcomings Book will progress towards revision of major R functions for data management and transformations Readers will be introduce to Cloud based Big Data solutions e g Amazon EC2 instances and Amazon RDS Microsoft Azure and its HDInsight clusters and also provide guidance on R connectivity with relational and non relational databases such as MongoDB and HBase etc It will further expand to include Big Data tools such as Apache Hadoop ecosystem HDFS and MapReduce frameworks Also other R compatible tools such as Apache Spark its machine learning library Spark MLlib as well as H2O Style and approach This book will serve as a practical guide to tackling Big Data problems using R programming language and its statistical environment Each section of the book will present you with

concise and easy to follow steps on how to process transform and analyse large data sets   Practical Predictive Analytics Ralph Winters,2017-06-30 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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