

Predictive Analytics For Dummies

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Predictive Analytics For Dummies

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Practical Predictive Analytics and Decisioning Systems for Medicine John Wiley & Sons

Discover how data science can help you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. Data Science For Dummies is the perfect starting point for IT professionals and students who want a quick primer on all areas of the expansive data science space. With a focus on business cases, the book explores topics in big data, data science, and data engineering, and how these three areas are combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big data and data science, it is not an instruction manual for hands-on implementation. Here's what to expect: Provides a background in big data and data engineering before moving on to data science and how it's applied to generate value Includes coverage of big data frameworks like Hadoop, MapReduce, Spark, MPP platforms, and NoSQL Explains machine learning and many of its algorithms as well as artificial intelligence and the evolution of the Internet of Things Details data visualization techniques that can be used to showcase, summarize, and communicate the data insights you generate It's a big, big data world out there—let Data Science For Dummies help you harness its power and gain a competitive edge for your organization.

Blockchain Data Analytics For Dummies John Wiley & Sons

Put Predictive Analytics into Action Learn 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 www.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

Predictive Analytics John Wiley & Sons

EXCEL 2016 PREDICTIVE ANALYTICS FOR SERIOUS DATA CRUNCHERS! Now, you can apply cutting-edge predictive analytics techniques to help your business win—and you don't need multimillion-dollar software to do it. All the tools you need are available in Microsoft Excel 2016, and all the knowledge and skills are right here, in this book! Microsoft Excel MVP Conrad Carlberg shows you how to use Excel predictive analytics to solve real problems in areas ranging from sales and marketing to operations. Carlberg offers unprecedented insight into building powerful, credible, and reliable forecasts, helping you gain deep insights from Excel that would be difficult to uncover with costly tools such as SAS or SPSS. Fully updated for Excel 2016, this guide contains valuable new coverage of accounting for seasonality and managing complex consumer choice scenarios. Throughout, Carlberg provides downloadable Excel 2016 workbooks you can easily adapt to your own needs, plus VBA code—much of it open-source—to streamline especially complex techniques. Step by step, you'll build on Excel skills you already have, learning advanced techniques that can help you increase revenue, reduce costs, and improve productivity. By mastering predictive analytics, you'll gain a powerful competitive advantage for your company and yourself. Learn the “how” and “why” of using data to make better decisions, and choose the right technique for each problem Capture live real-time data from diverse sources, including third-party websites Use logistic regression to predict behaviors such as “will buy” versus “won't buy” Distinguish random data bounces from real, fundamental changes Forecast time series with smoothing and regression Account for trends and seasonality via Holt-Winters smoothing Prevent trends from running out of control over long time horizons Construct more accurate predictions by using Solver Manage large numbers of variables and unwieldy datasets with principal components analysis and Varimax factor rotation Apply ARIMA (Box-Jenkins) techniques to build better forecasts and clarify their meaning Handle complex consumer choice problems with advanced logistic regression Benchmark Excel results against R results

Web and Network Data Science John Wiley & Sons

Predictive analytics has revolutionized marketing practice. It involves using many techniques from data mining, statistics, modelling, machine learning and artificial intelligence, to analyse current data and make predictions about unknown future events. In business terms, this enables companies to forecast consumer behaviour and much more. Predictive Analytics for Marketers will guide marketing professionals on how to apply predictive analytical tools to streamline business practices. Including comprehensive coverage of an array of predictive analytic tools and techniques, this book enables readers to harness patterns from past data, to make accurate and useful predictions that can be converted to business success. Truly global in its approach, the insights these techniques offer can be used to manage resources more effectively across all industries and sectors. Written in clear, non-technical language, Predictive Analytics for Marketers contains case studies from the author's more than 25 years of experience and articles from guest contributors, demonstrating how predictive analytics has been used to successfully achieve a range of business purposes.

Effective CRM using Predictive Analytics Predictive Analytics For Dummies

Predictive analytics refers to making predictions about the future based on different parameters which are historical data, machine learning, and artificial intelligence. This book provides the most recent advances in the field along with case studies and real-world examples. It discusses predictive modeling and analytics in reliability engineering and introduces current achievements and applications of artificial intelligence, data mining, and other techniques in supply chain management. It covers applications to reliability engineering practice, presents numerous examples to illustrate the theoretical results, and considers and analyses case studies and real-word examples. The book is written for researchers and practitioners in the field of system reliability, quality, supply chain management, and logistics management. Students taking courses in these areas will also find this book of interest.

A Practical Guide to Analytics for Governments John Wiley & Sons

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, www.dataminingconsultant.com, 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 For Dummies John Wiley & Sons

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.

Business Analysis For Dummies Pearson Business Analytics

With the advent of electronic medical records years ago and the increasing capabilities of computers, our healthcare systems are sitting on growing mountains of data. Not only does the data grow from patient volume but the type of data we store is also growing exponentially. Practical Predictive Analytics and Decisioning Systems for Medicine provides research tools to analyze these large amounts of data and addresses some of the most pressing issues and challenges where data integrity is compromised: patient safety, patient communication, and patient information. Through the use of predictive analytic models and applications, this book is an invaluable resource to predict more accurate outcomes to help improve quality care in the healthcare and medical industries in the most cost-efficient manner. Practical Predictive Analytics and Decisioning Systems for Medicine provides the basics of predictive analytics for those new to the area and focuses on general philosophy and activities in the healthcare and medical system. It explains why predictive models are important, and how they can be applied to the predictive analysis process in order to solve real industry problems. Researchers need this valuable resource to improve data analysis skills and make more accurate and cost-effective decisions. Includes models and applications of predictive analytics why they are important and how they can be used in healthcare and medical research Provides real world step-by-

step tutorials to help beginners understand how the predictive analytic processes works and to successfully do the computations Demonstrates methods to help sort through data to make better observations and allow you to make better predictions

[Data Mining For Dummies](#) John Wiley & Sons

Excel is the number-one spreadsheet application, with ever-expanding capabilities. If you're only using it to balance the books, you're missing out on a host of functions that can benefit your business or personal finances by uncovering trends and other important information hidden within the numbers.

Big Data Analytics For Dummies Lulu.com

Master modern web and network data modeling: both theory and applications. In *Web and Network Data Science*, a top faculty member of Northwestern University's prestigious analytics program presents the first fully-integrated treatment of both the business and academic elements of web and network modeling for predictive analytics. Some books in this field focus either entirely on business issues (e.g., Google Analytics and SEO); others are strictly academic (covering topics such as sociology, complexity theory, ecology, applied physics, and economics). This text gives today's managers and students what they really need: integrated coverage of concepts, principles, and theory in the context of real-world applications. Building on his pioneering Web Analytics course at Northwestern University, Thomas W. Miller covers usability testing, Web site performance, usage analysis, social media platforms, search engine optimization (SEO), and many other topics. He balances this practical coverage with accessible and up-to-date introductions to both social network analysis and network science, demonstrating how these disciplines can be used to solve real business problems.

People Analytics For Dummies Pearson Education

Create and run a human resource analytics project with confidence For any human resource professional that wants to harness the power of analytics, this essential resource answers the questions: "Where do I start?" and "What tools are available?" Predictive Analytics for Human Resources is designed to answer these and other vital questions. The book explains the basics of every business—the vision, the brand, and the culture, and shows how predictive analytics supports them. The authors put the focus on the fundamentals of predictability and include a framework of logical questions to help set up an analytic program or project, then follow up by offering a clear explanation of statistical applications. Predictive Analytics for Human Resources is a how-to guide filled with practical and targeted advice. The book starts with the basic idea of engaging in predictive analytics and walks through case simulations showing statistical examples. In addition, this important resource addresses the topics of internal coaching, mentoring, and sponsoring and includes information on how to recruit a sponsor. In the book, you'll find: A comprehensive guide to developing and implementing a human resource analytics project Illustrative examples that show how to go to market, develop a leadership model, and link it to financial targets through causal modeling Explanations of the ten steps required in building an analytics function How to add value through analysis of systems such as staffing, training, and retention For anyone who wants to launch an analytics project or program for HR, this complete guide provides the information and instruction to get started the right way.

Foundations of Predictive Analytics John Wiley & Sons

Get ahead of the curve—learn about big data on the blockchain Blockchain came to prominence as the disruptive technology that made cryptocurrencies work. Now, data pros are using blockchain technology for faster real-time analysis, better data security, and more accurate predictions. *Blockchain Data Analytics For Dummies* is your quick-start guide to harnessing the potential of blockchain. Inside this book, technologists, executives, and data managers will find information and inspiration to adopt blockchain as a big data tool. Blockchain expert Michael G. Solomon shares his insight on what the blockchain is and how this new tech is poised to disrupt data. Set your organization on the cutting edge of analytics, before your competitors get there! Learn how blockchain technologies work and how they can integrate with big data Discover the power and potential of blockchain analytics Establish data models and quickly mine for insights and results Create data visualizations from blockchain analysis Discover how blockchains are disrupting the data world with this exciting title in the trusted For Dummies line!

Predictive Marketing Pearson Education

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 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.

Predictive Analytics MIT Press

Over the past decade, Big Data have become ubiquitous in all economic sectors, scientific disciplines, and human activities. They have led to striking technological advances, affecting all human experiences. Our ability to manage, understand, interrogate, and interpret such extremely large, multisource, heterogeneous, incomplete, multiscale, and incongruent data has not kept pace with the rapid increase of the volume, complexity and proliferation of the deluge of digital information. There are three reasons for this shortfall. First, the volume of data is increasing much faster than the corresponding rise of our computational processing power (Kryder's law > Moore's law). Second, traditional discipline-bounds inhibit expeditious progress. Third, our education and training activities have fallen behind the accelerated trend of scientific, information, and communication advances. There are very few rigorous instructional resources, interactive learning materials, and dynamic training environments that support active data science learning. The textbook balances the mathematical foundations with dexterous demonstrations and examples of data, tools, modules and workflows that serve as pillars for the urgently needed bridge to close that supply and demand predictive analytic skills gap. Exposing the enormous opportunities presented by the tsunami of Big data, this textbook aims to identify specific knowledge gaps, educational barriers, and workforce readiness deficiencies. Specifically, it focuses on the development of a transdisciplinary curriculum integrating modern computational methods, advanced data science techniques, innovative biomedical applications, and impactful health analytics. The content of this graduate-level textbook fills a substantial gap in integrating modern engineering concepts, computational algorithms, mathematical optimization, statistical computing and biomedical inference. Big data analytic techniques and predictive scientific methods demand broad transdisciplinary knowledge, appeal to an extremely wide spectrum of readers/learners, and provide incredible opportunities for engagement throughout the academy, industry, regulatory and funding agencies. The two examples below demonstrate the powerful need for scientific knowledge, computational abilities, interdisciplinary expertise, and modern technologies necessary to achieve desired outcomes (improving human health and optimizing future return on investment). This can only be achieved by appropriately trained teams of researchers who can develop robust decision support systems using modern techniques and effective end-to-end protocols, like the ones described in this textbook. • A geriatric neurologist is examining a patient complaining of gait imbalance and posture instability. To determine if the patient may suffer from Parkinson's disease, the physician acquires clinical, cognitive, phenotypic, imaging, and genetics data (Big Data). Most clinics and healthcare centers are not equipped with skilled data analytic teams that can wrangle, harmonize and interpret such complex datasets. A learner that completes a course of study using this textbook will have the competency and ability to manage the data, generate a protocol for deriving biomarkers, and provide an actionable decision support system. The results of this protocol will help the physician understand the entire patient dataset and assist in making a holistic evidence-based, data-driven, clinical diagnosis. • To improve the return on investment for their shareholders, a healthcare manufacturer needs to forecast the demand for their product subject to environmental, demographic, economic, and bio-social sentiment data (Big Data). The organization's data-analytics team is tasked with developing a protocol that identifies, aggregates, harmonizes, models and analyzes these heterogeneous data elements to generate a trend forecast. This system needs to provide an automated, adaptive, scalable, and reliable prediction of the optimal investment, e.g., R&D allocation, that maximizes the company's bottom line. A reader that complete a course of study using this textbook will be able to ingest the observed structured and unstructured data, mathematically represent the data as a computable object, apply appropriate model-based and model-free prediction techniques. The results of these techniques may be used to forecast the expected relation between the company's investment, product supply, general demand of healthcare (providers and patients), and estimate the return on initial investments.

Data Mining and Predictive Analytics John Wiley & Sons

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities that help companies determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives. Those engaged in business analysis are charged with identifying the activities that enable the company to define the business problem or opportunity, define what the solutions looks like, and define how it should behave in the end. As a BA, you lay out the plans for the process ahead. *Business Analysis For Dummies* is the go to reference on how to make the complex topic of business analysis easy to understand. Whether you are new or have experience with business analysis, this book gives you the tools, techniques, tips and tricks to set your project's expectations and on the path to success. Offers guidance on how to make an impact in your organization by performing business analysis Shows you the tools and techniques to be an effective business analysis professional Provides a number of examples on how to perform business analysis regardless of your role If you're interested in learning about the tools and techniques used by successful business analysis professionals, *Business Analysis For Dummies* has you covered.

CRC Press

"Using predictive analytics techniques, decision-makers can uncover hidden patterns and correlations in their data, and leverage this insight to improve a wide range of business decisions. In *Predictive Analytics: Data Mining, Machine Learning and Data Science for Practitioners*, Dr. Dursun Delen illuminates state-of-the-art best practices for predictive analytics for both business professionals and students. Delen's holistic approach covers all this, and more: Data mining processes, methods, and techniques The role and management of data Predictive analytics tools and metrics Techniques for text and web mining, and for sentiment analysis Integration with cutting-edge Big Data approaches Throughout, Delen promotes understanding by presenting numerous conceptual illustrations, motivational success stories, failed projects that teach important lessons, and simple, hands-on tutorials that set this guide apart from competitors"--

Customer Analytics For Dummies John Wiley & Sons

Today, successful firms win by understanding their data more deeply than competitors do. They compete based on analytics. In *Modeling Techniques in Predictive Analytics*, Revised Edition, the leader of Northwestern University's prestigious analytics program brings together all the up-to-date

concepts, techniques, and R code you need to excel in analytics. Thomas W. Miller's balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike. This Revised Edition is updated with new sources throughout, and has been reorganized to be completely modular. Each chapter now stands completely on its own - thereby supporting even more flexible learning paths, and helping readers quickly access all the knowledge they need to solve any category of problem. Miller addresses multiple business challenges and business cases, including segmentation, brand positioning, product choice modeling, pricing research, finance, sports, Web and text analytics, and social network analysis. He illuminates the use of cross-sectional data, time series, spatial, and even spatio-temporal data. For each problem, Miller explains: Why the problem is significant What data is relevant How to explore your data How to model your data - first conceptually, with words and figures; and then with mathematics and programs Miller walks through model construction, explanatory variable subset selection, and validation, demonstrating best practices for improving out-of-sample predictive performance. He employs data visualization and statistical graphics in exploring data, presenting models, and evaluating performance. Extensive example code is presented in R, today's #1 system for applied statistics, statistical research, and predictive modeling; all code is set apart from other text so it's easy to find for those who want it (and easy to skip for those who don't). [Predictive Analytics for Marketers](#) Kogan Page Publishers

Your one-stop guide to big data analytics Want to use big data analytics to gain competitive advantage in marketing optimization, operational analysis, and risk analysis? Big Data Analytics For Dummies takes the confusion out of this topic and gives you an easy-to-follow understanding of how the analytics process on large or mixed data types differs from traditional data mining and predictive analytics methodologies. In no time, you'll grasp the need-to-know information about the kinds of questions that big data analytics can answer that traditional analytics and data mining cannot. Big data analytics is the process of examining large amounts of data of a variety of types to uncover hidden patterns, unknown correlations, and other useful information. This information can provide competitive advantages over rival organizations and result in business benefits, such as more effective marketing and increased revenue. Packed with useful, get-in-get-out information and active, hands-on learning, Big Data Analytics For Dummies offers real-world examples on how to use programming techniques such as MapReduce, Pig, and Hive to gain insight from large amounts of data. Understand your options in big data analysis Develop and implement a plan for a big data analytics infrastructure Gain a competitive edge from your data Make the switch from analyzing small data sets to analyzing large data sets Big Data Analytics For Dummies shows business managers how to compute the return on investment of implementing a big data analytics framework for creating a project from inception to product.

[Predictive Analytics with Microsoft Azure Machine Learning](#) John Wiley & Sons

Applied Predictive Modeling covers the overall predictive modeling process, beginning with the crucial steps of data preprocessing, data splitting and foundations of model tuning. The text then provides intuitive explanations of numerous common and modern regression and classification techniques, always with an emphasis on illustrating and solving real data problems. The text illustrates all parts of the modeling process through many hands-on, real-life examples, and every chapter contains extensive R code for each step of the process. This multi-purpose text can be used as an introduction to predictive models and the overall modeling process, a practitioner's reference handbook, or as a text for advanced undergraduate or graduate level predictive modeling courses. To that end, each chapter contains problem sets to help solidify the covered concepts and uses data available in

the book's R package. This text is intended for a broad audience as both an introduction to predictive models as well as a guide to applying them. Non-mathematical readers will appreciate the intuitive explanations of the techniques while an emphasis on problem-solving with real data across a wide variety of applications will aid practitioners who wish to extend their expertise. Readers should have knowledge of basic statistical ideas, such as correlation and linear regression analysis. While the text is biased against complex equations, a mathematical background is needed for advanced topics.

[Data Science For Dummies](#) John Wiley & Sons

"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — 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 even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.