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LI BALLARD

Mining Your Own Business Pearson Business Analytics

This in-depth guide provides managers with a solid understanding of data and data trends, the opportunities that it can offer to businesses, and the dangers of these technologies. Written in an accessible style, Steven Finlay provides a contextual roadmap for developing solutions that deliver benefits to organizations.

Commercial Data Mining Morgan Kaufmann

With many recent advances in data science, we have many more tools and techniques available for data analysts to extract information from data sets. This book will assist data analysts to move up from simple tools such as Excel for descriptive analytics to answer more sophisticated questions using machine learning. Most of the exercises use R and Python, but rather than focus on coding algorithms, the book employs interactive interfaces to these tools to perform the analysis. Using the CRISP-DM data mining standard, the early chapters cover conducting the preparatory steps in data mining: translating business information needs into framed analytical questions and data preparation. The Jamovi and the JASP interfaces are used with R and the Orange3 data mining interface with Python. Where appropriate, Voyant and other open-source programs are used for text analytics. The techniques covered in this book range from basic descriptive statistics, such as summarization and tabulation, to more sophisticated predictive techniques, such as linear and logistic regression, clustering,

classification, and text analytics. Includes companion files with case study files, solution spreadsheets, data sets and charts, etc. from the book. FEATURES: Covers basic descriptive statistics, such as summarization and tabulation, to more sophisticated predictive techniques, such as linear and logistic regression, clustering, classification, and text analytics Uses R, Python, Jamovi and JASP interfaces, and the Orange3 data mining interface Includes companion files with the case study files from the book, solution spreadsheets, data sets, etc.

Data Science and Predictive Analytics John Wiley & Sons

A step-by-step guide to data mining applications in CRM. Following a handbook approach, this book bridges the gap between analytics and their use in everyday marketing, providing guidance on solving real business problems using data mining techniques. The book is organized into three parts. Part one provides a methodological roadmap, covering both the business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized acquisition, cross/ deep/ up selling and retention campaigns, as well as effective customer segmentation schemes. In part two, some of the most useful data mining algorithms are explained in a simple and comprehensive way for business users with no technical expertise. Part three is packed with real world case studies which employ the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Case studies from industries including banking, retail and telecommunications are presented in detail so as to serve as templates for developing similar applications. Key Features: Includes numerous real-world case studies which are presented step by

step, demystifying the usage of data mining models and clarifying all the methodological issues. Topics are presented with the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Accompanied by a website featuring material from each case study, including datasets and relevant code. Combining data mining and business knowledge, this practical book provides all the necessary information for designing, setting up, executing and deploying data mining techniques in CRM. Effective CRM using Predictive Analytics will benefit data mining practitioners and consultants, data analysts, statisticians, and CRM officers. The book will also be useful to academics and students interested in applied data mining.

Predictive Analytics, Data Mining and Big Data John Wiley & Sons

Going beyond the theoretical foundation, this step-by-step book gives you the technical knowledge and problem-solving skills that you need to perform real-world multivariate data analysis. --

Data Mining and Predictive Analytics Academic Press

Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the Microsoft® Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methods

End-of-chapter exercises that help readers better understand the presented material. Data-rich case studies to illustrate various applications of data mining techniques. Completely new chapters on social network analysis and text mining. A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides. <https://www.dataminingbook.com> Free 140-day license to use XLMiner for Education software. *Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®*, Third Edition is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Praise for the Second Edition "...full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing." - Research Magazine "Shmueli et al. have done a wonderful job in presenting the field of data mining - a welcome addition to the literature." - ComputingReviews.com "Excellent choice for business analysts...The book is a perfect fit for its intended audience." - Keith McCormick, Consultant and Author of *SPSS Statistics For Dummies*, Third Edition and *SPSS Statistics for Data Analysis and Visualization*. Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, [Statistics.com](http://www.statistics.com), The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at www.statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of *Introductory Statistics and Analytics: A Resampling Perspective*, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a

Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

Predictive Analytics For Dummies John Wiley & Sons

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!

Predictive Data Mining Models Walter de Gruyter GmbH & Co KG

This book is about predictive analytics. Yet, each chapter could easily be handled by an entire volume of its own. So one might think of this a survey of predictive modeling. A predictive model is a statistical model or machine learning model used to predict future behavior based on past behavior. In order to use this book, one should have a basic understanding of mathematical statistics - it is an advanced book. Some theoretical foundations are laid out but not proven, but references are provided for additional

coverage. Every chapter culminates in an example using R. R is a free software environment for statistical computing and graphics. You may download R, from a preferred CRAN mirror at <http://www.r-project.org/>. The book is organized so that statistical models are presented first (hopefully in a logical order), followed by machine learning models, and then applications: uplift modeling and time series. One could use this a textbook with problem solving in R-but there are no "by-hand" exercises.

Fundamentals of Machine Learning for Predictive Data Analytics, second edition Createspace Independent Publishing Platform

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.

Predictive Analytics Butterworth-Heinemann

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, 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.

Data Mining for Business Analytics

Mercury Learning and Information "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.

Predictive Analytics with Microsoft Azure Machine Learning

Apress 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.

Predictive Analytics for Marketers

Lulu.com

This book is the first technical guide to provide a complete, generalized road map for developing data-mining applications, together with advice on performing these large-scale, open-ended analyses for real-world data warehouses.

Data Mining and Predictive Analytics for Business Decisions

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 Using Oracle Data Miner Kogan Page Publishers
 This textbook integrates important mathematical foundations, efficient computational algorithms, applied statistical inference techniques, and cutting-edge machine learning approaches to address a wide range of crucial biomedical informatics, health analytics applications, and decision science challenges. Each concept in the book includes a rigorous symbolic formulation coupled with computational algorithms and complete end-to-end pipeline protocols implemented as functional R electronic markdown notebooks. These workflows support active learning and demonstrate comprehensive data manipulations, interactive visualizations, and sophisticated analytics. The content includes open problems, state-of-the-art scientific knowledge, ethical integration of heterogeneous scientific tools, and procedures for systematic validation and dissemination of reproducible research findings. Complementary to the enormous challenges related to handling, interrogating, and understanding massive amounts of complex structured and unstructured data, there are unique opportunities that come with access to a wealth of feature-rich, high-dimensional, and time-varying information. The topics covered in Data Science and Predictive Analytics address specific knowledge gaps, resolve educational barriers, and mitigate workforce information-readiness and data science deficiencies. Specifically, it provides a transdisciplinary curriculum integrating core mathematical principles, modern computational methods, advanced data science techniques, model-based machine learning, model-free artificial intelligence, and innovative biomedical applications. The book's fourteen chapters start with an introduction and progressively build foundational skills from visualization to linear modeling, dimensionality reduction, supervised classification, black-box machine learning techniques, qualitative learning methods, unsupervised clustering, model performance assessment, feature

selection strategies, longitudinal data analytics, optimization, neural networks, and deep learning. The second edition of the book includes additional learning-based strategies utilizing generative adversarial networks, transfer learning, and synthetic data generation, as well as eight complementary electronic appendices. This textbook is suitable for formal didactic instructor-guided course education, as well as for individual or team-supported self-learning. The material is presented at the upper-division and graduate-level college courses and covers applied and interdisciplinary mathematics, contemporary learning-based data science techniques, computational algorithm development, optimization theory, statistical computing, and biomedical sciences. The analytical techniques and predictive scientific methods described in the book may be useful to a wide range of readers, formal and informal learners, college instructors, researchers, and engineers throughout the academy, industry, government, regulatory, funding, and policy agencies. The supporting book website provides many examples, datasets, functional scripts, complete electronic notebooks, extensive appendices, and additional materials.

Predictive Analytics MIT Press
 Data Mining and Predictive Analysis: Intelligence Gathering and Crime Analysis, 2nd Edition, describes clearly and simply how crime clusters and other intelligence can be used to deploy security resources most effectively. Rather than being reactive, security agencies can anticipate and prevent crime through the appropriate application of data mining and the use of standard computer programs. Data Mining and Predictive Analysis offers a clear, practical starting point for professionals who need to use data mining in homeland security, security analysis, and operational law enforcement settings. This revised text highlights new and emerging technology, discusses the importance of analytic context for ensuring successful implementation of advanced analytics in the operational setting, and covers new analytic service delivery models that increase ease of use and access to high-end technology and analytic capabilities. The use of predictive analytics in intelligence and security analysis enables the development of meaningful, information based tactics, strategy, and policy decisions in the operational public safety and security environment. Discusses new and emerging technologies and techniques, including up-to-date information on predictive policing, a key capability in law enforcement and security

Demonstrates the importance of analytic context beyond software Covers new models for effective delivery of advanced analytics to the operational environment, which have increased access to even the most powerful capabilities Includes terminology, concepts, practical application of these concepts, and examples to highlight specific techniques and approaches in crime and intelligence analysis

Big Data Analytics Methods Morgan Kaufmann

Data Science and Machine Learning are in high demand, as customers are increasingly looking for ways to glean insights from all their data. More customers now realize that Business Intelligence is not enough as the volume, speed and complexity of data now defy traditional analytics tools. While Business Intelligence addresses descriptive and diagnostic analysis, Data Science unlocks new opportunities through predictive and prescriptive analysis. The purpose of this book is to provide a gentle and instructionally organized introduction to the field of data science and machine learning, with a focus on building and deploying predictive models. The book also provides a thorough overview of the Microsoft Azure Machine Learning service using task oriented descriptions and concrete end-to-end examples, sufficient to ensure the reader can immediately begin using this important new service. It describes all aspects of the service from data ingress to applying machine learning and evaluating the resulting model, to deploying the resulting model as a machine learning web service. Finally, this book attempts to have minimal dependencies, so that you can fairly easily pick and choose chapters to read. When dependencies do exist, they are listed at the start and end of the chapter. The simplicity of this new service from Microsoft will help to take Data Science and Machine Learning to a much broader audience than existing products in this space. Learn how you can quickly build and deploy sophisticated predictive models as machine learning web services with the new Azure Machine Learning service from Microsoft.

Statistical and Machine-Learning Data Mining CRC Press

Data Mining and Analytics provides a broad and interactive overview of a rapidly growing field. The exponentially increasing rate at which data is generated creates a corresponding need for professionals who can effectively handle its storage, analysis, and translation.

Fundamentals of Predictive Analytics with

JMP, Second Edition Springer

The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. Machine learning is often used to build predictive models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked examples, and case studies illustrate the application of these models in the broader business context. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning.

Data Science John Wiley & Sons

The second edition of a bestseller, *Statistical and Machine-Learning Data Mining: Techniques for Better Predictive Modeling and Analysis of Big Data* is still the only book, to date, to distinguish between statistical data mining and machine-learning data mining. The first edition, titled *Statistical Modeling and*

Analysis for Database Marketing: Effective Techniques for Mining Big Data, contained 17 chapters of innovative and practical statistical data mining techniques. In this second edition, renamed to reflect the increased coverage of machine-learning data mining techniques, the author has completely revised, reorganized, and repositioned the original chapters and produced 14 new chapters of creative and useful machine-learning data mining techniques. In sum, the 31 chapters of simple yet insightful quantitative techniques make this book unique in the field of data mining literature. The statistical data mining methods effectively consider big data for identifying structures (variables) with the appropriate predictive power in order to yield reliable and robust large-scale statistical models and analyses. In contrast, the author's own GenIQ Model provides machine-learning solutions to common and virtually unapproachable statistical problems. GenIQ makes this possible — its utilitarian data mining features start where statistical data mining stops. This book contains essays offering detailed background, discussion, and illustration of specific methods for solving the most commonly experienced problems in predictive modeling and analysis of big data. They address each methodology and assign its application to a specific type of problem. To better ground readers, the book provides an in-depth discussion of the basic methodologies of predictive

modeling and analysis. While this type of overview has been attempted before, this approach offers a truly nitty-gritty, step-by-step method that both tyros and experts in the field can enjoy playing with. *Data Mining and Predictive Analytics* Springer

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 can be used to successfully achieve a range of business purposes.