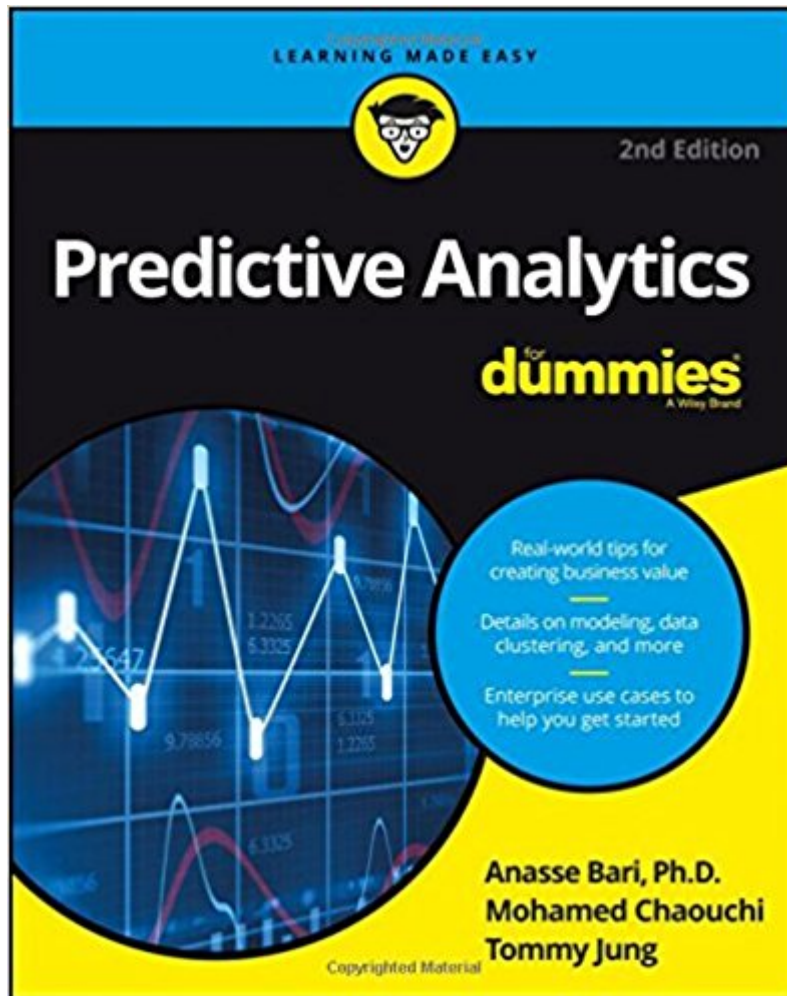




The book was found

# Predictive Analytics For Dummies



## Synopsis

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.

## Book Information

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## Customer Reviews

Real-world tips for creating business value Details on modeling, data clustering, and more

Enterprise use cases to help you get started Learn to predict the future! Business today relies on

effectively using data to predict trends and sales. Predictive analytics is the tool that can make it happen, and this book eliminates the tricks and shows you how to use it. You'll learn to prepare and process your data, create goals, build a predictive model, get your organization's stakeholders on board, and more. Inside... How to start a project Identifying data types Modeling tips Working with algorithms How data clustering works How data classification works How deep learning works Advice on presentations Step-by-step predictive modeling

Anasse Bari, Ph.D. is data science expert and a university professor who has many years of predictive modeling and data analytics experience. Mohamed Chaouchi is a veteran software engineer who has conducted extensive research using data mining methods. Tommy Jung is a software engineer with expertise in enterprise web applications and analytics.

First impression: this is a major upgrade from the first edition. Over 400 pages of great information, the authors explain all aspects of predictive analytics and data modeling. This is one of the rare books that cover everything you need to know about this fascinating field. The book covers types of data and various aspects of analytics, data preparation, data modeling, algorithms, technologies, and it dives into the realm of big data. It provides solid insights on how to and what to expect. This is a must read by all practitioners and would-be data scientists.

This is an all encompassing book about Predictive Analytics, covering all the topics you run into in this field. As a practitioner, I found this book very satisfying; it strikes a balance between in-depth analysis, and broad-ground covering of the relevant topics. The tips dispensed throughout the book were especially helpful. Also, the authors were able to communicate very complex topics relating to modeling aspects, and data preparation with clarity and precision rarely found in specialized books. Highly recommended.

Great book, the leading source for learning about data science! Very knowledgeable authors with great expertise in their fields. Would recommend this to anyone interested in learning more about predictive analytics!

I am very disappointed with this book. Where is the beef? After reading several chapters, I come away with only a cursory glimpse of Predictive Analytics; there is nothing of substance in the entire book. I wish I could return it now and get a credit on my account. This was a major waste of

money; not like the Unix and Hadoop books that have meaningful content.

Great book

Good intro book for beginners curious about the topic.

good

Great book!

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