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"Applied Predictive Analytics" focuses on the issues and tasks that consume the vast majority of any hands-on predictive analytics project. Some reviewers of this book - as well as others in the industry in general - appear to believe you must understand the theory behind the analytical modeling methods in order to be an effective hands-on practitioner of the art.

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Definition. Predictive analytics is an area of statistics that deals with extracting information from data and using it to predict trends and behavior patterns. The enhancement of predictive web analytics calculates statistical probabilities of future events online. Predictive analytics statistical techniques include data modeling, machine learning, AI, deep learning algorithms and data mining.

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How can businesses integrate predictive analytics? To capitalize on the potential of artificial intelligence and predictive analytics, there are four elements that organizations need to put into place. 1. The right questions. The best predictive analytics projects begin with a sound hypothesis to test.

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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 ...

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