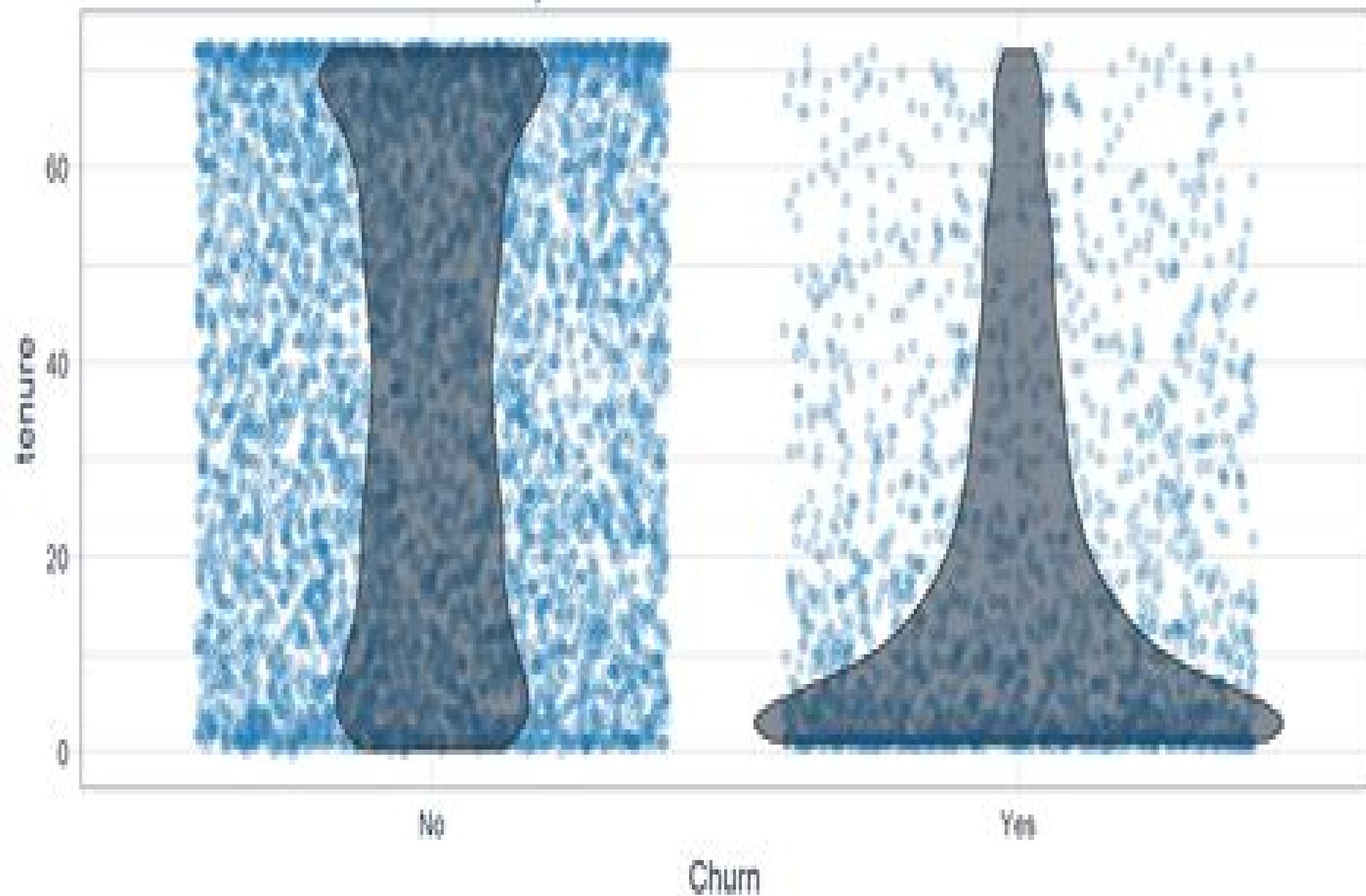


# Tenure

Customers with lower tenure are more likely to leave



# Customer Analytics Using Deep Learning With Keras To

**Katarina Juric, Tihana Grgic**



## **Customer Analytics Using Deep Learning With Keras To:**

Data-Driven Modelling and Predictive Analytics in Business and Finance Alex Khang,Rashmi Gujrati,Hayri Uygun,R. K. Tailor,Sanjaya Gaur,2024-07-24 Data driven and AI aided applications are next generation technologies that can be used to visualize and realize intelligent transactions in finance banking and business These transactions will be enabled by powerful data driven solutions IoT technologies AI aided techniques data analytics and visualization tools To implement these solutions frameworks will be needed to support human control of intelligent computing and modern business systems The power and consistency of data driven competencies are a critical challenge and so is developing explainable AI XAI to make data driven transactions transparent Data Driven Modelling and Predictive Analytics in Business and Finance covers the need for intelligent business solutions and applications Explaining how business applications use algorithms and models to bring out the desired results the book covers Data driven modelling Predictive analytics Data analytics and visualization tools AI aided applications Cybersecurity techniques Cloud computing IoT enabled systems for developing smart financial systems This book was written for business analysts financial analysts scholars researchers academics professionals and students so they may be able to share and contribute new ideas methodologies technologies approaches models frameworks theories and practices *Benchmarks and Hybrid Algorithms in Optimization and Applications* Xin-She Yang,2023-08-21 This book is specially focused on the latest developments and findings on hybrid algorithms and benchmarks in optimization and their applications in sciences engineering and industries The book also provides some comprehensive reviews and surveys on implementations and coding aspects of benchmarks The book is useful for Ph D students and researchers with a wide experience in the subject areas and also good reference for practitioners from academia and industrial applications

Automated Machine Learning and Industrial Applications E. Gangadevi,M. Lawanya Shri,Balamurugan Balusamy,Rajesh Kumar Dhanaraj,2025-07-23 The book provides a comprehensive understanding of Automated Machine Learning s transformative potential across various industries empowering users to seamlessly implement advanced machine learning solutions without needing extensive expertise Automated Machine Learning AutoML is a process to automate the responsibilities of machine learning concepts for real world problems The AutoML process is comprised of all steps beginning with a raw dataset and concluding with the construction of a machine learning model for deployment The purpose of AutoML is to allow non experts to work with machine learning models and techniques without requiring much knowledge in machine learning This advancement enables data scientists to produce the easiest solutions and most accurate results within a short timeframe allowing them to outperform normal machine learning models Meta learning neural network architecture and hyperparameter optimization are applied based on AutoML Automated Machine Learning and Industrial Applications offers an overview of the basic architecture evolution and applications of AutoML Potential applications in healthcare banking agriculture aerospace and security are discussed in terms of their frameworks implementation and evaluation This book also

explores the AutoML ecosystem its integration with blockchain and various open source tools available on the AutoML platform It serves as a practical guide for engineers and data scientists offering valuable insights for decision makers looking to integrate machine learning into their workflows Readers will find the book Aims to explore current trends such as augmented reality virtual reality blockchain open source platforms and Industry 4 0 Serves as an effective guide for professionals researchers industrialists data scientists and application developers Explores technologies such as IoT blockchain artificial intelligence and robotics serving as a core guide for undergraduate and postgraduate students Audience Data and computer scientists research scholars professionals and industrialists interested in technology for Industry 4 0 applications

Introduction to Marketing Analytics Prof. Dr. R. Gopal, Prof. Dr. Gagandeep Kaur Nagra, Dr. Priya Vij, 2024-10-15 Introduction to Marketing Analytics delves into the foundational elements of marketing known as the 4Ps Product Price Place and Promotion and expands upon them to include additional key components crucial for services marketing such as People Process and Physical Evidence These elements are vital for companies to develop coherent marketing strategies that not only attract new customers but also build long term loyalty among existing ones The rise of digital technologies has significantly transformed how companies engage with consumers and conduct market research Big data analytics now allows for personalized marketing efforts creating campaigns offering organizations the ability to better understand and respond to customer journeys Moreover the book highlights the growing role of artificial intelligence AI and machine learning in modern marketing strategies By integrating these advanced technologies businesses can better meet their customers evolving needs outpacing the competition It covers various analysis techniques such as marketing mix modelling that help organizations understand the impact of different marketing activities on sales and other key performance indicators KPIs Through real life examples and case studies this book highlights a practical guide for professionals looking to apply data driven marketing strategies to drive growth innovation and sustainable success in a constantly changing market landscape

Big Data in Action: From Algorithms to Scalable Product Solutions 2025 AUTHOR:1-Dr. Mehraj Ali Usman Ali AUTHOR:1-Dr. Mehraj Ali Usman Ali, AUTHOR:2 -Dr. Shakeb Khan, PREFACE In an era dominated by technological advancements the ability to extract meaningful insights from the ever expanding volume of data has become a competitive advantage for organizations worldwide Big Data with its vast scope provides companies with unprecedented opportunities to understand consumer behavior optimize operations and forecast future trends Yet despite its potential raw data alone is insufficient it needs to be processed analyzed and interpreted in a way that yields actionable insights This is where Predictive Analytics comes into play Predictive analytics is the practice of using historical data machine learning algorithms and statistical models to forecast future outcomes and trends By leveraging Big Data predictive analytics allows organizations to anticipate future behaviors market shifts and operational needs with remarkable accuracy This predictive power is transforming industries from retail and healthcare to finance and manufacturing by providing businesses with tools to make

data driven decisions rather than relying solely on intuition or past experience The goal of this book is to explore the intersection of Big Data and Predictive Analytics providing readers with both theoretical insights and practical approaches to harnessing predictive models in Big Data environments Throughout the chapters we will cover the various types of predictive models including regression analysis time series forecasting decision trees and neural networks highlighting how these models can be applied to Big Data to solve real world challenges These methodologies are essential for applications ranging from demand forecasting and fraud detection to personalized marketing and healthcare diagnostics Data preparation plays a pivotal role in predictive analytics and this book will delve into the critical process of cleaning transforming and normalizing Big Data to ensure accurate and reliable predictions Additionally we will explore the implementation of machine learning algorithms such as supervised and unsupervised learning which form the backbone of many predictive models used in modern business applications One of the core themes of this book is to demonstrate how predictive analytics is not just a tool for data scientists but a crucial component of decision support systems helping organizations make informed choices across various departments including marketing operations and finance The book will also address the challenges that come with predictive analytics such as data quality overfitting and model interpretability providing solutions to these common obstacles Through detailed case studies particularly in the financial retail and healthcare sectors this book highlights the transformative impact of predictive analytics in Big Data By the end of this book readers will not only gain an understanding of the core principles of predictive analytics but will also be equipped with the knowledge to apply these techniques in their own organizations to drive meaningful business outcomes We hope this book serves as both an academic resource and a practical guide empowering professionals researchers and students to fully leverage predictive analytics in the context of Big Data Authors Dr Mehraj Ali Usman Ali Dr Shakeeb Khan

**Intelligent Sustainable Systems** Nagar Atulya K.,Jat Dharm Singh,Mishra Durgesh Kumar,Amit Joshi,2026-01-01 This book provides insights of World Conference on Smart Trends in Systems Security and Sustainability WS4 2025 which is divided into different sections such as Smart IT Infrastructure for Sustainable Society Smart Management Prospective for Sustainable Society Smart Secure Systems for Next Generation Technologies Smart Trends for Computational Graphics and Image Modeling and Smart Trends for Biomedical and Health Informatics The proceedings is presented in four volumes The book is helpful for active researchers and practitioners in the field

**Data Analytics** Anthony S. Williams, A Book Bundle of Data Analytics for Beginners AND Deep Learning with Keras Data Analytics for Beginners Introduction to Data Analytics Knowing the data generated by your business every day is a key to success in the Data Analytic World that you are competing in As there is so much data so the organizations need to collect and store them The data becomes valuable to businesses when it is analyzed Prior to the recent rise in analytics businesses and organizations did not have the capacity to analyze a great deal of data so a relatively small amount was maintained In today s data driven world anything and everything may have significance so there has been an attempt to record and keep

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Anthony S. Williams, Data Analytics 7 BOOK BUNDLE Book 1 Data Analytics For Beginners In this book you will learn What is Data Analytics Types of Data Analytics Evolution of Data Analytics Big Data Defined Data Mining Data Visualization Cluster Analysis And of course much more

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**Deep Learning with Keras** Frank Millstein, 2020-07-07 Deep Learning with Keras This book will introduce you to various supervised and unsupervised deep learning algorithms like the multilayer perceptron linear regression and other more advanced deep convolutional and recurrent neural networks You will also learn about image processing handwritten recognition object recognition and much

more Furthermore you will get familiar with recurrent neural networks like LSTM and GAN as you explore processing sequence data like time series text and audio The book will definitely be your best companion on this great deep learning journey with Keras introducing you to the basics you need to know in order to take next steps and learn more advanced deep neural networks Here Is a Preview of What You ll Learn Here The difference between deep learning and machine learning Deep neural networks Convolutional neural networks Building deep learning models with Keras Multi layer perceptron network models Activation functions Handwritten recognition using MNIST Solving multi class classification problems Recurrent neural networks and sequence classification And much more Get this book NOW and learn more about Deep Learning with Keras [Neural Networks with Keras Cookbook](#) V Kishore Ayyadevara,2019-02-28 Implement neural network architectures by building them from scratch for multiple real world applications Key FeaturesFrom scratch build multiple neural network architectures such as CNN RNN LSTM in KerasDiscover tips and tricks for designing a robust neural network to solve real world problemsGraduate from understanding the working details of neural networks and master the art of fine tuning themBook Description This book will take you from the basics of neural networks to advanced implementations of architectures using a recipe based approach We will learn about how neural networks work and the impact of various hyper parameters on a network s accuracy along with leveraging neural networks for structured and unstructured data Later we will learn how to classify and detect objects in images We will also learn to use transfer learning for multiple applications including a self driving car using Convolutional Neural Networks We will generate images while leveraging GANs and also by performing image encoding Additionally we will perform text analysis using word vector based techniques Later we will use Recurrent Neural Networks and LSTM to implement chatbot and Machine Translation systems Finally you will learn about transcribing images audio and generating captions and also use Deep Q learning to build an agent that plays Space Invaders game By the end of this book you will have developed the skills to choose and customize multiple neural network architectures for various deep learning problems you might encounter What you will learnBuild multiple advanced neural network architectures from scratchExplore transfer learning to perform object detection and classificationBuild self driving car applications using instance and semantic segmentationUnderstand data encoding for image text and recommender systemsImplement text analysis using sequence to sequence learningLeverage a combination of CNN and RNN to perform end to end learningBuild agents to play games using deep Q learningWho this book is for This intermediate level book targets beginners and intermediate level machine learning practitioners and data scientists who have just started their journey with neural networks This book is for those who are looking for resources to help them navigate through the various neural network architectures you ll build multiple architectures with concomitant case studies ordered by the complexity of the problem A basic understanding of Python programming and a familiarity with basic machine learning are all you need to get started with this book [Applied Deep Learning with Python](#) Alex Galea,Luis Capelo,2018-08-31 A hands on guide to deep

learning that's filled with intuitive explanations and engaging practical examples Key Features Designed to iteratively develop the skills of Python users who don't have a data science background Covers the key foundational concepts you'll need to know when building deep learning systems Full of step by step exercises and activities to help build the skills that you need for the real world Book Description Taking an approach that uses the latest developments in the Python ecosystem you'll first be guided through the Jupyter ecosystem key visualization libraries and powerful data sanitization techniques before we train our first predictive model We'll explore a variety of approaches to classification like support vector networks random decision forests and k nearest neighbours to build out your understanding before we move into more complex territory It's okay if these terms seem overwhelming we'll show you how to put them to work We'll build upon our classification coverage by taking a quick look at ethical web scraping and interactive visualizations to help you professionally gather and present your analysis It's after this that we start building out our keystone deep learning application one that aims to predict the future price of Bitcoin based on historical public data By guiding you through a trained neural network we'll explore common deep learning network architectures convolutional recurrent generative adversarial and branch out into deep reinforcement learning before we dive into model optimization and evaluation We'll do all of this whilst working on a production ready web application that combines Tensorflow and Keras to produce a meaningful user friendly result leaving you with all the skills you need to tackle and develop your own real world deep learning projects confidently and effectively What you will learn Discover how you can assemble and clean your very own datasets Develop a tailored machine learning classification strategy Build train and enhance your own models to solve unique problems Work with production ready frameworks like Tensorflow and Keras Explain how neural networks operate in clear and simple terms Understand how to deploy your predictions to the web Who this book is for If you're a Python programmer stepping into the world of data science this is the ideal way to get started

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convolutional network You will get to know what is the difference between supervised and unsupervised deep learning and you will be able to implement various algorithms in Keras by yourself as you follow step by step guide in this book You will explore various applications of deep learning models such as speech recognition systems natural language processing and video game development A whole new world will open in front of you since by the time you reach the final page of this book you will be a Keras expert and ready for your deep learning projects By reading this BOOK BUNDLE you will discover Data Analytics for Beginners Putting Data Analytics to Work The Rise of Data Analytics Big Data Defined Cluster Analysis Applications of Cluster Analysis Commonly Graphed Information Data Visualization Four Important Features of Data Visualization Software Big Data Impact Envisaged by 2020 Pros and Cons of Big Data Analytics And of course much more Deep Learning with Keras Deep Neural Network Neural Network Elements Keras Models Sequential Model Functional API Model Keras Layers Core Keras Layers Convolutional Keras Layers Recurrent Keras Layers Deep Learning Algorithms Supervised Learning Algorithms Applications of Deep Learning Models Automatic Speech and Image Recognition Natural Language Processing Video Game Development Real World Applications And of course much more Get this BOOK BUNDLE now and SAVE MONEY **Applied Deep Learning with Keras** Ritesh Bhagwat, Mahla Abdollahnejad, Matthew Moocarme, 2019-04-24 Take your neural networks to a whole new level with the simplicity and modularity of Keras the most commonly used high level neural networks API Key Features Solve complex machine learning problems with precision Evaluate tweak and improve your deep learning models and solutions Use different types of neural networks to solve real world problems Book Description Though designing neural networks is a sought after skill it is not easy to master With Keras you can apply complex machine learning algorithms with minimum code Applied Deep Learning with Keras starts by taking you through the basics of machine learning and Python all the way to gaining an in depth understanding of applying Keras to develop efficient deep learning solutions To help you grasp the difference between machine and deep learning the book guides you on how to build a logistic regression model first with scikit learn and then with Keras You will delve into Keras and its many models by creating prediction models for various real world scenarios such as disease prediction and customer churning You ll gain knowledge on how to evaluate optimize and improve your models to achieve maximum information Next you ll learn to evaluate your model by cross validating it using Keras Wrapper and scikit learn Following this you ll proceed to understand how to apply L1 L2 and dropout regularization techniques to improve the accuracy of your model To help maintain accuracy you ll get to grips with applying techniques including null accuracy precision and AUC ROC score techniques for fine tuning your model By the end of this book you will have the skills you need to use Keras when building high level deep neural networks What you will learn Understand the difference between single layer and multi layer neural network models Use Keras to build simple logistic regression models deep neural networks recurrent neural networks and convolutional neural networks Apply L1 L2 and dropout regularization to improve the accuracy of your model Implement

cross validate using Keras wrappers with scikit learn Understand the limitations of model accuracy Who this book is for If you have basic knowledge of data science and machine learning and want to develop your skills and learn about artificial neural networks and deep learning you will find this book useful Prior experience of Python programming and experience with statistics and logistic regression will help you get the most out of this book Although not necessary some familiarity with the scikit learn library will be an added bonus

**Keras to Kubernetes** Dattaraj Rao, 2019-04-16 Build a Keras model to scale and deploy on a Kubernetes cluster We have seen an exponential growth in the use of Artificial Intelligence AI over last few years AI is becoming the new electricity and is touching every industry from retail to manufacturing to healthcare to entertainment Within AI we are seeing a particular growth in Machine Learning ML and Deep Learning DL applications ML is all about learning relationships from labeled Supervised or unlabeled data Unsupervised DL has many layers of learning and can extract patterns from unstructured data like images video audio etc

em style box sizing border box Keras to Kubernetes The Journey of a Machine Learning Model to Production takes you through real world examples of building DL models in Keras for recognizing product logos in images and extracting sentiment from text You will then take that trained model and package it as a web application container before learning how to deploy this model at scale on a Kubernetes cluster You will understand the different practical steps involved in real world ML implementations which go beyond the algorithms Find hands on learning examples Learn to use Keras and Kubernetes to deploy Machine Learning models Discover new ways to collect and manage your image and text data with Machine Learning Reuse examples as is to deploy your models Understand the ML model development lifecycle and deployment to production If you're ready to learn about one of the most popular DL frameworks and build production applications with it you've come to the right place

[Complete Guide to Machine Learning with Tensorflow and Keras](#) Katarina Juric, Tihana Grgic, 2025-04-08 Unlock the power of artificial intelligence with Complete Guide to Machine Learning with TensorFlow and Keras This comprehensive guide is designed for developers data scientists and AI enthusiasts who want to master the essentials of machine learning and deep learning using TensorFlow and Keras Learn how to build and train sophisticated AI models for practical applications ranging from image and speech recognition to predictive analytics TensorFlow and Keras are two of the most powerful and widely used libraries for machine learning and deep learning This book will take you step by step through the process of building training and deploying machine learning models enabling you to leverage the full capabilities of these libraries to solve real world problems Inside you'll learn The fundamentals of machine learning and deep learning concepts including supervised unsupervised and reinforcement learning How to set up and use TensorFlow and Keras to build AI models from scratch The basics of neural networks convolutional neural networks CNNs and recurrent neural networks RNNs Techniques for training tuning and optimizing machine learning models for better accuracy and performance How to process and prepare datasets for training including working with image text and time series data Best practices for evaluating and validating machine learning models including cross validation and

metrics like accuracy precision and recall Advanced techniques for fine tuning deep learning models and working with transfer learning How to deploy machine learning models into production for real world applications Real world case studies including building AI models for tasks like image classification natural language processing and recommendation systems By the end of this book you ll be equipped with the knowledge and hands on experience to develop train and deploy machine learning and deep learning models using TensorFlow and Keras Whether you re building a personal project or working in a professional setting Complete Guide to Machine Learning with TensorFlow and Keras will provide you with the tools to succeed in the rapidly growing field of AI Key Features Master machine learning and deep learning techniques using TensorFlow and Keras Learn how to build and train AI models for real world applications such as image recognition text analysis and predictive analytics Step by step tutorials and hands on examples for building machine learning projects Best practices for optimizing and evaluating models for performance and scalability Advanced techniques like transfer learning hyperparameter tuning and model deployment Start building intelligent AI models today with Complete Guide to Machine Learning with TensorFlow and Keras and bring your machine learning projects to life [The Machine Age of Customer Insight](#) Martin Einhorn,Michael Löffler,Emanuel de Bellis,Andreas Herrmann,Pia Burghartz,2021-03-15 The Machine Age of Customer Insight demonstrates the impact of machine learning and data analytics combining an academic state of the art overview of machine learning with cases from well known companies These cases show the opportunities and challenges of the transformation process for business and for customer insights more specifically [Video Analytics Using Deep Learning](#) Debjyoti Paul,Charan Puvvala,2020-01-13 Build analytics for video using TensorFlow Keras and YOLO This book guides you through the field of deep learning starting with neural networks taking a deep dive into convolutional neural networks recurrent neural networks and long short term memory LSTM networks Video Analytics Using Deep Learning closes with practical examples of building image filters and video masking using generative models The examples within the book cover topics from domains such as traffic recognition for self driving cars face recognition and emotion analysis for retail analytics object and tamper detection for safety and security and image filters and video masking for social networks and web applications To enable you to make a smooth transition into deep learning the book covers mathematical pre requisites and includes an introduction to deep learning You ll also cover topics such as storage of large video content for processing on the cloud and working with the connectors involved All the code and samples in the book are provided as iPython What You Will Learn Master TensorFlow Keras and YOLO Work with face recognition age detection and gender identification Apply CNN RNN and generative models in deep learning Use emotion analysis and gesture detection Carry out traffic recognition in real time Who This Book Is For Data scientists and machine learning developers looking to build applications based on video in finance healthcare automotive transport safety security and home automation div [Learn Keras for Deep Neural Networks](#) Jojo Moolayil,2018-12-07 Learn understand and implement deep neural networks in a math and programming friendly

approach using Keras and Python The book focuses on an end to end approach to developing supervised learning algorithms in regression and classification with practical business centric use cases implemented in Keras The overall book comprises three sections with two chapters in each section The first section prepares you with all the necessary basics to get started in deep learning Chapter 1 introduces you to the world of deep learning and its difference from machine learning the choices of frameworks for deep learning and the Keras ecosystem You will cover a real life business problem that can be solved by supervised learning algorithms with deep neural networks You ll tackle one use case for regression and another for classification leveraging popular Kaggle datasets Later you will see an interesting and challenging part of deep learning hyperparameter tuning helping you further improve your models when building robust deep learning applications Finally you ll further hone your skills in deep learning and cover areas of active development and research in deep learning At the end of Learn Keras for Deep Neural Networks you will have a thorough understanding of deep learning principles and have practical hands on experience in developing enterprise grade deep learning solutions in Keras What You ll Learn Master fast paced practical deep learning concepts with math and programming friendly abstractions Design develop train validate and deploy deep neural networks using the Keras framework Use best practices for debugging and validating deep learning models Deploy and integrate deep learning as a service into a larger software service or product Extend deep learning principles into other popular frameworks Who This Book Is For Software engineers and data engineers with basic programming skills in any language and who are keen on exploring deep learning for a career move or an enterprise project

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