LEARNING MADE EASY

2nd Edition

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Predictive Analytics For Dummies

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Predictive Analytics For Dummies Anasse Bari,Mohamed Chaouchi,Tommy Jung,2014-03-06 Combine business sense statistics and computers in a new and intuitive way thanks to Big Data Predictive analytics is a branch of data mining that helps predict probabilities and trends Predictive Analytics For Dummies explores the power of predictive analytics and how you can use it to make valuable predictions for your business or in fields such as advertising fraud detection politics and others This practical book does not bog you down with loads of mathematical or scientific theory but instead helps you quickly see how to use the right algorithms and tools to collect and analyze data and apply it to make predictions Topics include using structured and unstructured data building models creating a predictive analysis roadmap setting realistic goals budgeting and much more Shows readers how to use Big Data and data mining to discover patterns and make predictions for tech savvy businesses Helps readers see how to shepherd predictive analytics projects through their companies Explains just enough of the science and math but also focuses on practical issues such as protecting project budgets making good presentations and more Covers nuts and bolts topics including predictive analytics basics using structured and unstructured data data mining and algorithms and techniques for analyzing data Also covers clustering association and statistical models creating a predictive analytics roadmap and applying predictions to the web marketing finance health care and elsewhere Propose produce and protect predictive analytics projects through your company with Predictive Analytics For Dummies

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Eric Siegel,2016-01-20 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   BIG DATA ANALYTICS FOR BEGINNERS

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storing and processing big data effectively Learn about distributed file systems data warehouses and batch and real time processing to ensure scalability and efficiency 5 Data Analysis and Visualization Uncover strategies for analyzing and visualizing big data Explore techniques for data exploration pattern recognition and creating compelling visual representations that convey insights effectively 6 Machine Learning and Predictive Analytics Delve into the world of machine learning and predictive analytics using big data Learn how to build models that make accurate predictions and informed decisions based on massive datasets 7 Big Data Security and Privacy Explore the challenges of securing and preserving privacy in the realm of big data Learn how to implement encryption access controls and anonymization techniques to protect sensitive information 8 Real World Applications Discover the myriad applications of big data across industries From healthcare to finance retail to marketing explore how big data is transforming business operations and decision making 9 Challenges and Future Trends Gain insights into the challenges posed by big data such as data quality and scalability issues Explore the future trends and advancements that are shaping the evolution of big data analytics 10 Ethical Considerations Delve into the ethical considerations surrounding big data Learn about responsible data usage addressing bias and maintaining transparency in the collection and analysis of data Who This Book Is For Big Data for Beginners is an indispensable resource for individuals students professionals and enthusiasts who are eager to grasp the fundamentals of big data analytics Whether you re a beginner curious about the world of data or an experienced professional seeking to enhance your skills this book will guide you through the intricacies and empower you to harness the potential of big data

AI-Powered Investing for Beginners DIZZY DAVIDSON,2024-08-06 Struggling to fully understand how AI can revolutionize your investing strategy Wondering how to leverage AI to make smarter more informed investment decisions Look no further AI Powered Investing for Beginners Unlocking the Future of Real Estate Stocks Mutual Funds Crypto and Bonds is your ultimate guide to harnessing the power of AI in your investment journey This book demystifies AI and shows you how to apply its concepts to achieve financial success Benefits of Reading This Book Comprehensive Understanding Gain a solid foundation in AI and its applications in various investment fields Practical Insights Learn how to use AI tools and techniques to analyze market trends optimize portfolios and manage risks Real World Examples Discover case studies and practical applications that illustrate the power of AI in investing Why This Book is a Must Read Beginner Friendly Written in an easy to understand language this book is perfect for those new to AI and investing Expert Guidance Benefit from the insights of seasoned professionals who have successfully integrated AI into their investment strategies Future Proof Your Investments Stay ahead of the curve by understanding the latest AI trends and technologies shaping the future of investing Bullet Points Unlock the potential of AI in real estate stocks mutual funds crypto and bonds Learn algorithmic trading sentiment analysis and portfolio optimization Discover AI tools for market analysis fraud detection and automated trading Understand credit risk assessment yield prediction and personalized investment advice Stay ahead with the latest AI trends

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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 **Customer Analytics For Dummies** Jeff Sauro,2015-01-16 The easy way to grasp customer analytics Ensuring your customers are having positive experiences with your company at all levels including initial brand awareness and loyalty is crucial to the success of your business Customer Analytics For Dummies shows you how to measure each stage of the customer journey and use the right analytics to understand customer behavior and make key business decisions Customer Analytics For Dummies gets you up to speed on what you should be testing You ll also find current information on how to leverage A B testing social media s role in the post purchasing analytics usability metrics prediction and statistics and much more to effectively manage the customer experience Written by a highly visible expert in the area of customer analytics this guide will have you up and running on putting customer analytics into practice at your own business in no time Shows you what to measure how to measure and ways to interpret the data Provides real world customer analytics examples from companies such as Wikipedia PayPal and Walmart Explains how to use customer analytics to make smarter business decisions that generate more loyal customers Offers easy to digest information on understanding each stage of the customer journey Whether you re part of a Customer Engagement team or a product marketing or design professional looking to get a leg up Customer Analytics For Dummies has you covered **Data Science For Dummies** Lillian Pierson,2021-09-15 Monetize your company s data and data science expertise without spending a fortune on hiring independent strategy consultants to help What if there was one simple clear process for ensuring that all your company s data science projects achieve a high a return on investment What if you could validate your ideas for future data science projects and select the one idea that s most prime for achieving profitability while also moving your company closer to its business vision There is Industry acclaimed data science consultant Lillian Pierson shares her proprietary STAR Framework A simple proven process for leading profit forming data science projects Not sure what data science is yet Don t worry Parts 1 and 2 of Data Science For Dummies will get all the bases covered for you And if you re already a data science expert Then you really won t want to miss the data science strategy and data monetization gems that are shared in Part 3 onward throughout this book Data Science For Dummies demonstrates The only process you ll ever need to lead profitable data science projects Secret reverse engineered data monetization tactics that no one s talking about The shocking truth about how simple natural language processing can be How to beat the crowd of data

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velocity variety veracity and value Clarifying Big Data s relationships with OLTP OLAP ETL data warehouses and data marts Working with Big Data in structured unstructured semi structured and metadata formats Increasing value by integrating Big Data resources with corporate performance monitoring Understanding how Big Data leverages distributed and parallel processing Using NoSQL and other technologies to meet Big Data s distinct data processing requirements Leveraging statistical approaches of quantitative and qualitative analysis Applying computational analysis methods including machine learning

Adopting the Track of Appearance: An Mental Symphony within **Predictive Analytics For Dummies**

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