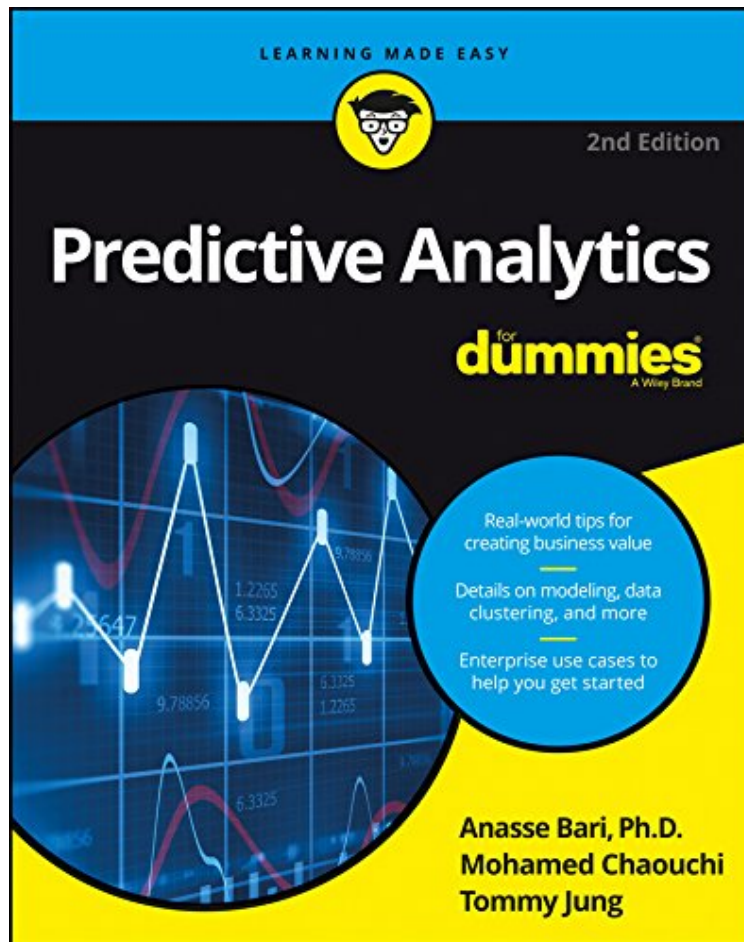


# Predictive Analytics For Dummies

*Anasse Bari, Mohamed Chaouchi, Tommy Jung*  
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Highly recommended. 4 of 4 people found the following review helpful. Amazing! By Makaveli 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!

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.

From the Back Cover 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 About the Author 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.