



# Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (Hardback)

By Thomas W. Miller

Pearson Education (US), United States, 2014. Hardback. Book Condition: New. 1st Revised edition. 239 x 183 mm. Language: English . Brand New Book. Master predictive analytics, from start to finish Start with strategy and management Master methods and build models Transform your models into highlyeffective code-in both Python and R This one-of-a-kind book will help you use predictive analytics, Python, and R to solve real business problems and drive real competitive advantage. You Il master predictive analytics through realistic case studies, intuitive data visualizations, and up-to-date code for both Python and R-not complex math. Step by step, you ll walk through defining problems, identifying data, crafting and optimizing models, writing effective Python and R code, interpreting results, and more. Each chapter focuses on one of today s key applications for predictive analytics, delivering skills and knowledge to put models to work-and maximize their value. Thomas W. Miller, leader of Northwestern University s pioneering program in predictive analytics, addresses everything you need to succeed: strategy and management, methods and models, and technology and code. If you re new to predictive analytics, you ll gain a strong foundation for achieving accurate, actionable results. If you re already working in the field, you...



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