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

Thomas Miller

[Click here](#) if your download doesn"t start automatically

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

Thomas Miller

Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) Thomas Miller
Master predictive analytics, from start to finish

Start with strategy and management
Master methods and build models
Transform your models into highly-effective 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'll 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'll master powerful new skills. If you're familiar with either Python or R, you'll discover how these languages complement each other, enabling you to do even more.

All data sets, extensive Python and R code, and additional examples available for download at *http://www.ftpress.com/miller/*

Python and R offer immense power in predictive analytics, data science, and big data. This book will help you leverage that power to solve real business problems, and drive real competitive advantage.

Thomas W. Miller's unique balanced approach combines business context and quantitative tools, illuminating each technique with carefully explained code for the latest versions of Python and R. If you're new to predictive analytics, Miller gives you a strong foundation for achieving accurate, actionable results. If you're already a modeler, programmer, or manager, you'll learn crucial skills you don't already have.

Using Python and R, Miller addresses multiple business challenges, including segmentation, brand positioning, product choice modeling, pricing research, finance, sports, text analytics, sentiment analysis, and social network analysis. He illuminates the use of cross-sectional data, time series, spatial, and spatio-temporal data.

You'll learn why each problem matters, what data are relevant, and how to explore the data you've identified. Miller guides you through conceptually modeling each data set with words and figures; and then modeling it again with realistic code that delivers actionable insights.

You'll walk through model construction, explanatory variable subset selection, and validation, mastering best practices for improving out-of-sample predictive performance. Miller employs data visualization and statistical graphics to help you explore data, present models, and evaluate performance. Appendices include five complete case studies, and a detailed primer on modern data science methods.

Use Python and R to gain powerful, actionable, profitable insights about:

- Advertising and promotion
- Consumer preference and choice
- Market baskets and related purchases
- Economic forecasting
- Operations management
- Unstructured text and language
- Customer sentiment
- Brand and price
- Sports team performance
- And much more

Download and Read Free Online Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) Thomas Miller

---

From reader reviews:

Todd Jacobs:

Nowadays reading books be than want or need but also turn into a life style. This reading practice give you lot of advantages. The huge benefits you got of course the knowledge the actual information inside the book in which improve your knowledge and information. The knowledge you get based on what kind of book you read, if you want get more knowledge just go with education and learning books but if you want feel happy read one having theme for entertaining for instance comic or novel. Typically the Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) is kind of publication which is giving the reader unpredictable experience.

Ricky Hayes:

Information is provisions for individuals to get better life, information these days can get by anyone at everywhere. The information can be a knowledge or any news even a concern. What people must be consider whenever those information which is within the former life are hard to be find than now's taking seriously which one works to believe or which one often the resource are convinced. If you get the unstable resource then you buy it as your main information you will have huge disadvantage for you. All of those possibilities will not happen within you if you take Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) as the daily resource information.

Kimberly Hopkins:

Don't be worry when you are afraid that this book will certainly filled the space in your house, you will get it in e-book approach, more simple and reachable. That Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) can give you a lot of close friends because by you checking out this one book you have point that they don't and make an individual more like an interesting person. This specific book can be one of a step for you to get success. This e-book offer you information that maybe your friend doesn't understand, by knowing more than other make you to be great men and women. So , why hesitate? We need to have Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics).

Chester Grantham:

That e-book can make you to feel relax. This particular book Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) was colourful and of course has pictures on the website. As we know that book Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) has many kinds or genre. Start from kids until teens. For example Naruto or Investigator Conan you can read and believe that you are the character on there. Therefore , not at all of book usually are make you bored, any it makes you feel happy, fun and chill out. Try to choose the best book in your case and try to like reading that.

Download and Read Online Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) Thomas Miller #3UJZ51F0NTR

Read Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller for online ebook

Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller books to read online.

Online Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller ebook PDF download

Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller Doc

Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller Mobipocket

Modeling Techniques in Predictive Analytics with Python and R: A Guide to Data Science (FT Press Analytics) by Thomas Miller EPub