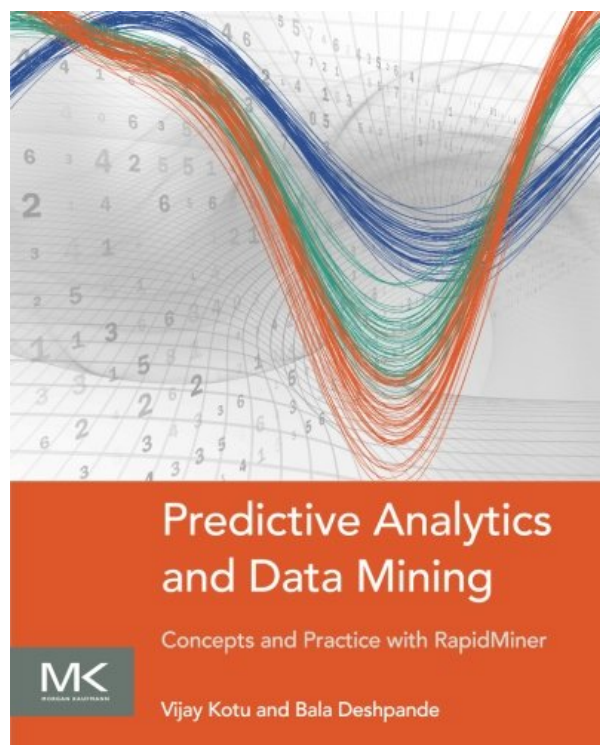
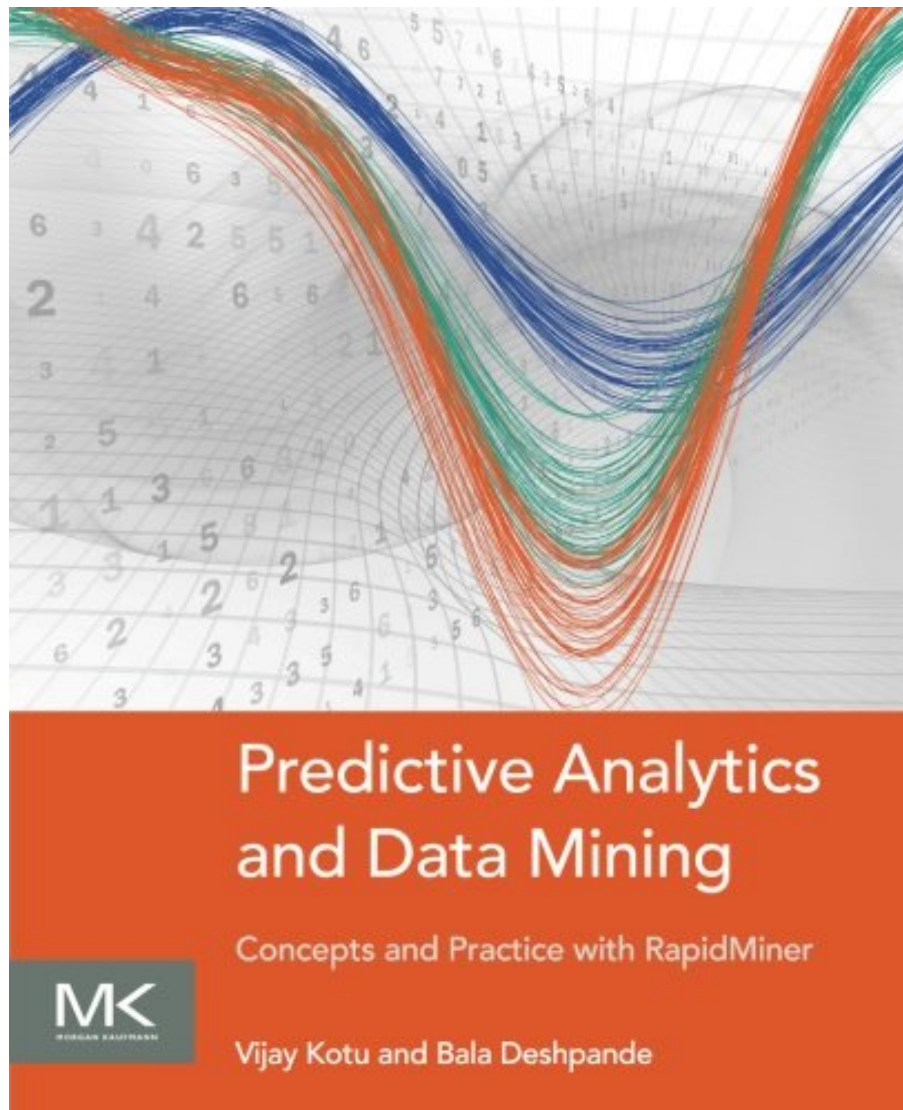


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Put Predictive Analytics into Action Learn the basics of Predictive Analysis and Data Mining through an easy to understand conceptual framework and immediately practice the concepts learned using the open source RapidMiner tool. Whether you are brand new to Data Mining or working on your tenth project, this book will show you how to analyze data, uncover hidden patterns and relationships to aid important decisions and predictions. Data Mining has become an essential tool for any enterprise that collects, stores and processes data as part of its operations. This book is ideal for business users, data analysts, business analysts, business intelligence and data warehousing professionals and for anyone who wants to learn Data Mining. You'll be able to: 1. Gain the necessary knowledge of different data mining techniques, so that you can select the right technique for a given data problem and create a general purpose analytics process. 2. Get up and running fast with more than two dozen commonly used powerful algorithms for predictive analytics using practical use cases. 3. Implement a simple step-by-step process for predicting an outcome or discovering hidden relationships from the data using RapidMiner, an open source GUI based data mining tool

Predictive analytics and Data Mining techniques covered: Exploratory Data Analysis, Visualization, Decision trees, Rule induction, k-Nearest Neighbors, Naïve Bayesian, Artificial Neural Networks, Support Vector machines, Ensemble models, Bagging, Boosting, Random Forests, Linear regression, Logistic regression, Association analysis using Apriori and FP Growth, K-Means clustering, Density based clustering, Self Organizing Maps, Text Mining, Time series forecasting, Anomaly detection and Feature selection. Implementation files can be downloaded from the book companion site at www.LearnPredictiveAnalytics.com

- Demystifies data mining concepts with easy to understand language
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 - Includes practical use cases and examples
-
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 - Number of items: 1
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6 of 7 people found the following review helpful.

If learning-by-doing is your mantra, this book will jumpstart your practice

By Eric Siegel

Here is the well-earned endorsement I provided for this book (which may also appear in/on the book itself):

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Founder, Predictive Analytics World

Author, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

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Data driven business decisions are superior to personal opinions and guesswork.

By Josh B Cobb

Impressive.

I am on the business side of a large global Internet company and am a huge believer that "the answer is in the data" and regularly ask my colleagues to lean more towards making business decisions based on "rational thought, objective logic and data" vs. "personal opinions and hunches and guesswork".

The book is an inspiration towards that viewpoint.

3 of 3 people found the following review helpful.

Great source for both novices and experienced operators

By DB Cooper

I'm not a full convert to the 'Big Data' religion, but Kotu and Deshpande show how to extract insight and meaning from large data sets, in ways that make sense to me. The book is full of worked examples, is perfect for a novice and math challenged person such as myself. I'm sure experienced data analysts will also appreciate the deep knowledge and experience the authors bring to the subject, and will find new, different

and better ways to tackle some thorny problems.

Also notable are Vijay Kotu's credentials: he does this for a living at Yahoo!, is clearly a master practitioner in this new field.

Highly recommended for anyone grappling with ecommerce, wanting to understand why and how to maximize conversions from browsing to buying.

5 stars.

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