Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics)
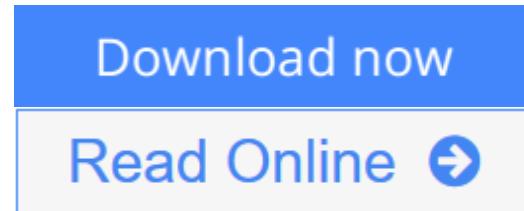
By Thomas W. Miller

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller

To succeed with predictive analytics, you must understand it on three levels:

Strategy and management
Methods and models
Technology and code

This up-to-the-minute reference thoroughly covers all three categories.

Now fully updated, this uniquely accessible book will help you use predictive analytics to solve real business problems and drive real competitive advantage. If you're new to the discipline, it will give you the strong foundation you need to get accurate, actionable results. If you're already a modeler, programmer, or manager, it will teach you crucial skills you don't yet have.

Unlike competitive books, this guide illuminates the discipline through realistic vignettes and intuitive data visualizations–*not* complex math. Thomas W. Miller, leader of Northwestern University's pioneering program in predictive analytics, guides you through defining problems, identifying data, crafting and optimizing models, writing effective R code, interpreting results, and more.

Every 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.

Reflecting extensive student and instructor feedback, this edition adds five classroom-tested case studies, updates all code for new versions of R, explains code behavior more clearly and completely, and covers modern data science methods even more effectively.

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

If you want to make the most of predictive analytics, data science, and big data, this is the book for you. Thomas W. Miller's unique balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike.

Miller addresses multiple business cases and 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 R programs that deliver actionable insights.

You'll walk through model construction, explanatory variable subset selection, and validation, mastering best practices for improving out-of-sample predictive performance. Throughout, Miller employs data visualization and statistical graphics to help you explore data, present models, and evaluate performance.

This edition adds five new case studies, updates all code for the newest versions of R, adds more commenting to clarify how the code works, and offers a more detailed and up-to-date primer on data science methods.

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

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics)

By Thomas W. Miller

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller

To succeed with predictive analytics, you must understand it on three levels:

Strategy and management
Methods and models
Technology and code

This up-to-the-minute reference thoroughly covers all three categories.

Now fully updated, this uniquely accessible book will help you use predictive analytics to solve real business problems and drive real competitive advantage. If you're new to the discipline, it will give you the strong foundation you need to get accurate, actionable results. If you're already a modeler, programmer, or manager, it will teach you crucial skills you don't yet have.

Unlike competitive books, this guide illuminates the discipline through realistic vignettes and intuitive data visualizations–*not* complex math. Thomas W. Miller, leader of Northwestern University's pioneering program in predictive analytics, guides you through defining problems, identifying data, crafting and optimizing models, writing effective R code, interpreting results, and more.

Every 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.

Reflecting extensive student and instructor feedback, this edition adds five classroom-tested case studies, updates all code for new versions of R, explains code behavior more clearly and completely, and covers modern data science methods even more effectively.

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

If you want to make the most of predictive analytics, data science, and big data, this is the book for you. Thomas W. Miller's unique balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike.

Miller addresses multiple business cases and 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 R programs that deliver actionable insights.

You'll walk through model construction, explanatory variable subset selection, and validation, mastering best practices for improving out-of-sample predictive performance. Throughout, Miller employs data visualization and statistical graphics to help you explore data, present models, and evaluate performance.

This edition adds five new case studies, updates all code for the newest versions of R, adds more commenting to clarify how the code works, and offers a more detailed and up-to-date primer on data science methods.

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

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller Bibliography

- Sales Rank: #898032 in Books
- Published on: 2014-10-11
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.20" w x 7.30" l, .0 pounds
- Binding: Hardcover
- 384 pages

 Download Modeling Techniques in Predictive Analytics: Busin ...pdf

 Read Online Modeling Techniques in Predictive Analytics: Bus ...pdf

Download and Read Free Online Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller

Editorial Review

Users Review

From reader reviews:

Dan Flood:

Inside other case, little men and women like to read book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics). You can choose the best book if you'd prefer reading a book. As long as we know about how is important some sort of book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics). You can add understanding and of course you can around the world with a book. Absolutely right, mainly because from book you can realize everything! From your country right up until foreign or abroad you will end up known. About simple matter until wonderful thing you could know that. In this era, we could open a book or perhaps searching by internet system. It is called e-book. You may use it when you feel fed up to go to the library. Let's go through.

Ruth Westlund:

This Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) book is not really ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is definitely information inside this e-book incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) without we know teach the one who examining it become critical in considering and analyzing. Don't be worry Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) can bring any time you are and not make your handbag space or bookshelves' become full because you can have it in your lovely laptop even mobile phone. This Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) having very good arrangement in word as well as layout, so you will not sense uninterested in reading.

Tamara Evans:

Typically the book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) will bring that you the new experience of reading some sort of book. The author style to explain the idea is very unique. In case you try to find new book to learn, this book very suitable to you. The book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) is much recommended to you to see. You can also get the e-book in the official web site, so you can easier to read the book.

Enola Hudson:

Some individuals said that they feel uninterested when they reading a publication. They are directly felt it when they get a half elements of the book. You can choose the book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) to make your own reading is interesting. Your skill of reading talent is developing when you such as reading. Try to choose simple book to make you enjoy to study it and mingle the feeling about book and examining especially. It is to be 1st opinion for you to like to available a book and study it. Beside that the reserve Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) can to be a newly purchased friend when you're truly feel alone and confuse with what must you're doing of these time.

Download and Read Online Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller #H37XMGOJ4U6

Read Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller for online ebook

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. 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: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller books to read online.

Online Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller ebook PDF download

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller Doc

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller Mobipocket

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller EPub

H37XMGOJ4U6: Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller