

Applied Predictive Modeling Max Kuhn

This book focuses on statistical methods for the analysis of discrete failure times. Failure time analysis is one of the most important fields in statistical research, with applications affecting a wide range of disciplines, in particular, demography, econometrics, epidemiology and clinical research. Although there are a large variety of statistical methods for failure time analysis, many techniques are designed for failure times that are measured on a continuous scale. In empirical studies, however, failure times are often discrete, either because they have been measured in intervals (e.g., quarterly or yearly) or because they have been rounded or grouped. The book covers well-established methods like life-table analysis and discrete hazard regression models, but also introduces state-of-the art techniques for model evaluation, nonparametric estimation and variable selection. Throughout, the methods are illustrated by real life applications, and relationships to survival analysis in continuous time are explained. Each section includes a set of exercises on the respective topics. Various functions and tools for the analysis of discrete survival data are collected in the R package `discSurv` that accompanies the book.

"This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience"--

Now , a leader of Northwestern University's prestigious analytics program presents a fully-integrated treatment of both the business and academic elements of marketing applications in predictive analytics. Writing for both managers and students, Thomas W. Miller explains essential concepts, principles, and theory in the context of real-world applications. Building on Miller's pioneering program, *Marketing Data Science* thoroughly addresses segmentation, target marketing, brand and product positioning, new product development, choice modeling, recommender systems, pricing research, retail site selection, demand estimation, sales forecasting, customer retention, and lifetime value analysis. Starting where Miller's widely-praised *Modeling Techniques in Predictive Analytics* left off, he integrates crucial information and insights that were previously segregated in texts on web analytics, network science, information technology, and programming. Coverage includes: The role of analytics in delivering effective messages on the web Understanding the web by understanding its hidden structures Being recognized on the web – and watching your own competitors Visualizing networks and understanding communities within them Measuring sentiment and making recommendations Leveraging key data science methods: databases/data preparation, classical/Bayesian statistics, regression/classification, machine learning, and text analytics Six complete case studies address exceptionally relevant issues such as: separating legitimate email from spam; identifying legally-relevant information for lawsuit discovery; gleaning insights from anonymous web surfing data, and more. This text's extensive set of web and network problems draw on rich public-domain data sources; many are accompanied by solutions in Python and/or R. *Marketing Data Science* will be an invaluable resource for all students, faculty, and professional marketers who want to use business analytics to improve marketing performance.

This book serves as a reference text for regulatory, industry and academic statisticians and also a handy manual for entry level

Statisticians. Additionally it aims to stimulate academic interest in the field of Nonclinical Statistics and promote this as an important discipline in its own right. This text brings together for the first time in a single volume a comprehensive survey of methods important to the nonclinical science areas within the pharmaceutical and biotechnology industries. Specifically the Discovery and Translational sciences, the Safety/Toxicology sciences, and the Chemistry, Manufacturing and Controls sciences. Drug discovery and development is a long and costly process. Most decisions in the drug development process are made with incomplete information. The data is rife with uncertainties and hence risky by nature. This is therefore the purview of Statistics. As such, this book aims to introduce readers to important statistical thinking and its application in these nonclinical areas. The chapters provide as appropriate, a scientific background to the topic, relevant regulatory guidance, current statistical practice, and further research directions.

Feature engineering is a crucial step in the machine-learning pipeline, yet this topic is rarely examined on its own. With this practical book, you'll learn techniques for extracting and transforming features—the numeric representations of raw data—into formats for machine-learning models. Each chapter guides you through a single data problem, such as how to represent text or image data. Together, these examples illustrate the main principles of feature engineering. Rather than simply teach these principles, authors Alice Zheng and Amanda Casari focus on practical application with exercises throughout the book. The closing chapter brings everything together by tackling a real-world, structured dataset with several feature-engineering techniques. Python packages including numpy, Pandas, Scikit-learn, and Matplotlib are used in code examples. You'll examine: Feature engineering for numeric data: filtering, binning, scaling, log transforms, and power transforms Natural text techniques: bag-of-words, n-grams, and phrase detection Frequency-based filtering and feature scaling for eliminating uninformative features Encoding techniques of categorical variables, including feature hashing and bin-counting Model-based feature engineering with principal component analysis The concept of model stacking, using k-means as a featurization technique Image feature extraction with manual and deep-learning techniques

"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue

deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.

An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote *The Elements of Statistical Learning* (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. *An Introduction to Statistical Learning* covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra.

You must understand algorithms to get good at machine learning. The problem is that they are only ever explained using Math. No longer. In this Ebook, finally cut through the math and learn exactly how machine learning algorithms work. Using clear explanations, simple pure Python code (no libraries!) and step-by-step tutorials you will discover how to load and prepare data, evaluate model skill, and implement a suite of linear, nonlinear and ensemble machine learning algorithms from scratch. Harness actionable insights from your data with computational statistics and simulations using R About This Book Learn five different simulation techniques (Monte Carlo, Discrete Event Simulation, System Dynamics, Agent-Based Modeling, and Resampling) in-depth using real-world case studies A unique book that teaches you the essential and fundamental concepts in statistical modeling and simulation Who This Book Is For This book is for users who are familiar with computational methods. If you want to learn about the advanced features of R, including the computer-intense Monte-Carlo methods as well as computational tools for statistical simulation, then this book is for you. Good knowledge of R programming is assumed/required. What You Will Learn The book aims to explore advanced R features to simulate data to extract insights from your data. Get to know the advanced features of R including high-performance computing and advanced data manipulation See random number simulation used to simulate distributions, data sets, and populations Simulate close-to-reality populations as the basis for agent-based micro-, model- and design-based simulations Applications to design statistical solutions with R for solving scientific and real world problems Comprehensive coverage of several R statistical packages like boot, simPop, VIM, data.table, dplyr, parallel, StatDA, simecol, simecolModels, deSolve and many more. In Detail Data Science with R aims to teach you how to begin performing data science tasks by taking advantage of Rs powerful ecosystem of packages. R being the most widely used programming language when used with data science can be a powerful combination to solve complexities involved with varied data sets in the real world. The book will provide a computational and methodological framework for statistical simulation to the users. Through this book, you will get in grips with the software environment R. After getting to know the background of popular methods in the area of computational statistics, you will see some applications in R to better understand the methods as well as gaining experience of working with real-world data and real-world problems. This book helps uncover the large-scale patterns in complex systems where interdependencies and variation are critical. An effective simulation is driven by data generating processes that accurately reflect real physical populations. You will learn how to plan and structure a simulation project to aid in the decision-making process as well as the presentation of results. By the end of this book, you reader will get in touch with the software environment R. After getting background on popular methods in the area, you will see applications in R to better understand the methods as well as to gain experience when working on real-world data and real-world problems. Style and approach This book takes a practical, hands-on approach to explain the statistical computing methods, gives advice on the usage of these methods, and provides computational tools to help you solve common problems in statistical simulation and computer-intense methods.

Explanatory Model Analysis Explore, Explain and Examine Predictive Models is a set of methods and tools designed to build better

predictive models and to monitor their behaviour in a changing environment. Today, the true bottleneck in predictive modelling is neither the lack of data, nor the lack of computational power, nor inadequate algorithms, nor the lack of flexible models. It is the lack of tools for model exploration (extraction of relationships learned by the model), model explanation (understanding the key factors influencing model decisions) and model examination (identification of model weaknesses and evaluation of model's performance). This book presents a collection of model agnostic methods that may be used for any black-box model together with real-world applications to classification and regression problems.

Written for those who need an introduction, Applied Time Series Analysis reviews applications of the popular econometric analysis technique across disciplines. Carefully balancing accessibility with rigor, it spans economics, finance, economic history, climatology, meteorology, and public health. Terence Mills provides a practical, step-by-step approach that emphasizes core theories and results without becoming bogged down by excessive technical details. Including univariate and multivariate techniques, Applied Time Series Analysis provides data sets and program files that support a broad range of multidisciplinary applications, distinguishing this book from others. Focuses on practical application of time series analysis, using step-by-step techniques and without excessive technical detail Supported by copious disciplinary examples, helping readers quickly adapt time series analysis to their area of study Covers both univariate and multivariate techniques in one volume Provides expert tips on, and helps mitigate common pitfalls of, powerful statistical software including EVIEWS and R Written in jargon-free and clear English from a master educator with 30 years+ experience explaining time series to novices Accompanied by a microsite with disciplinary data sets and files explaining how to build the calculations used in examples

This glorious book of photography, featuring more than 200 magnificent National Geographic images of all 50 states, is a gift-worthy celebration of America's unique natural and cultural treasures. America the Beautiful showcases the stunning spaces closest to our nation's heart--from the woods in the Great Appalachian Valley that Davy Crockett once called home to the breathtaking sweep of California's Big Sur coast to the wilds of Alaska. It also celebrates the people who have made this country what it is, featuring a wide range of images including the Arikara Nation in the early 1900s and scientists preparing for travel to Mars on a Hawaiian island. Culled from more than 130 years of National Geographic's vaunted archives, this provocative collection depicts the splendor of this great nation as only National Geographic can, with a dramatic combination of modern and historical imagery--from the creation of architectural icons like the Golden Gate Bridge and Lady Liberty to the last of the country's wild places currently preserved in our national parks. Organized by chapters focused on region (west coast and the Pacific, east coast, the south, and the Midwest) that are themselves inspired by verses of the original poem America the Beautiful, this book also features a moving introduction offering perspective on the country's unique journey. You'll also find behind-the-scenes commentary from the world-renowned photographers who captured this unforgettable imagery, and observations from the conservationists, activists, and historians who help keep America beautiful today. Profound and inspiring, this is a book for everyone who has ever marveled at the beauty of the United States.

"Statistical Modeling: A Fresh Approach introduces and illuminates the statistical reasoning used in modern research throughout the natural and social sciences, medicine, government, and commerce. It emphasizes the use of models to untangle and quantify variation in observed data. By a deft and concise use of computing coupled with an innovative geometrical presentation of the relationship among variables. A Fresh Approach reveals the logic of statistical inference and empowers the reader to use and understand techniques such as analysis of covariance that appear widely in published research but are hardly ever found in introductory texts."-- book cover

Whether you're a software engineer aspiring to enter the world of deep learning, a veteran data scientist, or a hobbyist with a simple dream of making the next viral AI app, you might have wondered where to begin. This step-by-step guide teaches you how to build practical deep learning applications for the cloud, mobile, browsers, and edge devices using a hands-on approach. Relying on years of industry experience transforming deep learning research into award-winning applications, Anirudh Koul, Siddha Ganju, and Meher Kasam guide you through the process of converting an idea into something that people in the real world can use. Train, tune, and deploy computer vision models with Keras, TensorFlow, Core ML, and TensorFlow Lite Develop AI for a range of devices including Raspberry Pi, Jetson Nano, and Google Coral Explore fun projects, from Silicon Valley's Not Hotdog app to 40+ industry case studies Simulate an autonomous car in a video game environment and build a miniature version with reinforcement learning Use transfer learning to train models in minutes Discover 50+ practical tips for maximizing model accuracy and speed, debugging, and scaling to millions of users

Bayesian Networks: With Examples in R, Second Edition introduces Bayesian networks using a hands-on approach. Simple yet meaningful examples illustrate each step of the modelling process and discuss side by side the underlying theory and its application using R code. The examples start from the simplest notions and gradually increase in complexity. In particular, this new edition contains significant new material on topics from modern machine-learning practice: dynamic networks, networks with heterogeneous variables, and model validation. The first three chapters explain the whole process of Bayesian network modelling, from structure learning to parameter learning to inference. These chapters cover discrete, Gaussian, and conditional Gaussian Bayesian networks. The following two chapters delve into dynamic networks (to model temporal data) and into networks including arbitrary random variables (using Stan). The book then gives a concise but rigorous treatment of the fundamentals of Bayesian networks and offers an introduction to causal Bayesian networks. It also presents an overview of R packages and other software implementing Bayesian networks. The final chapter evaluates two real-world examples: a landmark causal protein-signalling network published in Science and a probabilistic graphical model for predicting the composition of different body parts. Covering theoretical and practical aspects of Bayesian networks, this book provides you with an introductory overview of the field. It gives you a clear, practical understanding of the key points behind this modelling approach and, at the same time, it makes you familiar with the most relevant packages used to implement real-world analyses in R. The examples covered in the book span several application fields, data-driven models and expert systems, probabilistic and causal perspectives, thus giving you a starting point to

work in a variety of scenarios. Online supplementary materials include the data sets and the code used in the book, which will all be made available from <https://www.bnlearn.com/book-crc-2ed/>

This must-have manual provides detailed solutions to all of the 200+ exercises in Dickson, Hardy and Waters' Actuarial Mathematics for Life Contingent Risks, Second Edition. This groundbreaking text on the modern mathematics of life insurance is required reading for the Society of Actuaries' Exam MLC and also provides a solid preparation for the life contingencies material of the UK actuarial profession's exam CT5. Beyond the professional examinations, the textbook and solutions manual offer readers the opportunity to develop insight and understanding, and also offer practical advice for solving problems using straightforward, intuitive numerical methods. Companion spreadsheets illustrating these techniques are available for free download.

Learn the art and science of predictive analytics — techniques that get results Predictive analytics is what translates big data into meaningful, usable business information. Written by a leading expert in the field, this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics. It clearly explains the theory behind predictive analytics, teaches the methods, principles, and techniques for conducting predictive analytics projects, and offers tips and tricks that are essential for successful predictive modeling. Hands-on examples and case studies are included. The ability to successfully apply predictive analytics enables businesses to effectively interpret big data; essential for competition today This guide teaches not only the principles of predictive analytics, but also how to apply them to achieve real, pragmatic solutions Explains methods, principles, and techniques for conducting predictive analytics projects from start to finish Illustrates each technique with hands-on examples and includes as series of in-depth case studies that apply predictive analytics to common business scenarios A companion website provides all the data sets used to generate the examples as well as a free trial version of software Applied Predictive Analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data.

Build machine learning algorithms, prepare data, and dig deep into data prediction techniques with R About This Book Harness the power of R for statistical computing and data science Explore, forecast, and classify data with R Use R to apply common machine learning algorithms to real-world scenarios Who This Book Is For Perhaps you already know a bit about machine learning but have never used R, or perhaps you know a little R but are new to machine learning. In either case, this book will get you up and running quickly. It would be helpful to have a bit of familiarity with basic programming concepts, but no prior experience is required. What You Will Learn Harness the power of R to build common machine learning algorithms with real-world data science applications Get to grips with techniques in R to clean and prepare your data for analysis and visualize your results Discover the different types of machine learning models and

learn what is best to meet your data needs and solve data analysis problems Classify your data with Bayesian and nearest neighbour methods Predict values using R to build decision trees, rules, and support vector machines Forecast numeric values with linear regression and model your data with neural networks Evaluate and improve the performance of machine learning models Learn specialized machine learning techniques for text mining, social network data, and big data In Detail Machine learning, at its core, is concerned with transforming data into actionable knowledge. This makes machine learning well suited to the present-day era of big data. Given the growing prominence of R's cross-platform, zero-cost statistical programming environment, there has never been a better time to start applying machine learning to your data. Machine learning with R offers a powerful set of methods to quickly and easily gain insight from your data to both, veterans and beginners in data analytics. Want to turn your data into actionable knowledge, predict outcomes that make real impact, and have constantly developing insights? R gives you access to all the power you need to master exceptional machine learning techniques. The second edition of Machine Learning with R provides you with an introduction to the essential skills required in data science. Without shying away from technical theory, it is written to provide focused and practical knowledge to get you building algorithms and crunching your data, with minimal previous experience. With this book, you'll discover all the analytical tools you need to gain insights from complex data and learn to choose the correct algorithm for your specific needs. Through full engagement with the sort of real-world problems data-wrangers face, you'll learn to apply machine learning methods to deal with common tasks, including classification, prediction, forecasting, market analysis, and clustering. Transform the way you think about data; discover machine learning with R. Style and approach How can we use machine learning to transform data into action? This book uses a series of simple steps to show you. Using practical examples, the book illustrates how to prepare data for analysis, choose a machine learning method, and measure its success.

"From the creators of the LadyGang podcast"--Cover.

Hands-on Machine Learning with R provides a practical and applied approach to learning and developing intuition into today's most popular machine learning methods. This book serves as a practitioner's guide to the machine learning process and is meant to help the reader learn to apply the machine learning stack within R, which includes using various R packages such as glmnet, h2o, ranger, xgboost, keras, and others to effectively model and gain insight from their data. The book favors a hands-on approach, providing an intuitive understanding of machine learning concepts through concrete examples and just a little bit of theory. Throughout this book, the reader will be exposed to the entire machine learning process including feature engineering, resampling, hyperparameter tuning, model evaluation, and interpretation. The reader will be exposed to powerful algorithms such as regularized regression, random forests, gradient boosting

machines, deep learning, generalized low rank models, and more! By favoring a hands-on approach and using real world data, the reader will gain an intuitive understanding of the architectures and engines that drive these algorithms and packages, understand when and how to tune the various hyperparameters, and be able to interpret model results. By the end of this book, the reader should have a firm grasp of R's machine learning stack and be able to implement a systematic approach for producing high quality modeling results. Features:

- Offers a practical and applied introduction to the most popular machine learning methods.
- Topics covered include feature engineering, resampling, deep learning and more.
- Uses a hands-on approach and real world data.

At the beginning of the twentieth century, H. G. Wells predicted that statistical thinking would be as necessary for citizenship in a technological world as the ability to read and write. But in the twenty-first century, we are often overwhelmed by a baffling array of percentages and probabilities as we try to navigate in a world dominated by statistics. Cognitive scientist Gerd Gigerenzer says that because we haven't learned statistical thinking, we don't understand risk and uncertainty. In order to assess risk -- everything from the risk of an automobile accident to the certainty or uncertainty of some common medical screening tests -- we need a basic understanding of statistics. Astonishingly, doctors and lawyers don't understand risk any better than anyone else. Gigerenzer reports a study in which doctors were told the results of breast cancer screenings and then were asked to explain the risks of contracting breast cancer to a woman who received a positive result from a screening. The actual risk was small because the test gives many false positives. But nearly every physician in the study overstated the risk. Yet many people will have to make important health decisions based on such information and the interpretation of that information by their doctors. Gigerenzer explains that a major obstacle to our understanding of numbers is that we live with an illusion of certainty. Many of us believe that HIV tests, DNA fingerprinting, and the growing number of genetic tests are absolutely certain. But even DNA evidence can produce spurious matches. We cling to our illusion of certainty because the medical industry, insurance companies, investment advisers, and election campaigns have become purveyors of certainty, marketing it like a commodity. To avoid confusion, says Gigerenzer, we should rely on more understandable representations of risk, such as absolute risks. For example, it is said that a mammography screening reduces the risk of breast cancer by 25 percent. But in absolute risks, that means that out of every 1,000 women who do not participate in screening, 4 will die; while out of 1,000 women who do, 3 will die. A 25 percent risk reduction sounds much more significant than a benefit that 1 out of 1,000 women will reap. This eye-opening book explains how we can overcome our ignorance of numbers and better understand the risks we may be taking with our money, our health, and our lives.

bookdown: Authoring Books and Technical Documents with R Markdown presents a much easier way to write books and

technical publications than traditional tools such as LaTeX and Word. The bookdown package inherits the simplicity of syntax and flexibility for data analysis from R Markdown, and extends R Markdown for technical writing, so that you can make better use of document elements such as figures, tables, equations, theorems, citations, and references. Similar to LaTeX, you can number and cross-reference these elements with bookdown. Your document can even include live examples so readers can interact with them while reading the book. The book can be rendered to multiple output formats, including LaTeX/PDF, HTML, EPUB, and Word, thus making it easy to put your documents online. The style and theme of these output formats can be customized. We used books and R primarily for examples in this book, but bookdown is not only for books or R. Most features introduced in this book also apply to other types of publications: journal papers, reports, dissertations, course handouts, study notes, and even novels. You do not have to use R, either. Other choices of computing languages include Python, C, C++, SQL, Bash, Stan, JavaScript, and so on, although R is best supported. You can also leave out computing, for example, to write a fiction. This book itself is an example of publishing with bookdown and R Markdown, and its source is fully available on GitHub.

Today, successful firms win by understanding their data more deeply than competitors do. In short, they compete based on analytics. Now, in *Modeling Techniques in Predictive Analytics*, the leader of Northwestern University's prestigious analytics program brings together all the concepts, techniques, and R code you need to excel in analytics. Thomas W. Miller's unique balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike.--

An accessible introduction for applied mathematicians to concepts and techniques for describing, quantifying, and understanding dynamics under uncertainty.

Effectively Assess Intervention Options for Controlling Infectious Diseases Our experiences with the human immunodeficiency virus (HIV), severe acute respiratory syndrome (SARS), and Ebola virus disease (EVD) remind us of the continuing need to be vigilant against the emergence of new infectious diseases. Mathematical modeling is increasingly used i

This book is for actuaries and financial analysts developing their expertise in statistics and who wish to become familiar with concrete examples of predictive modeling.

Over the coming decades, Artificial Intelligence will profoundly impact the way we live, work, wage war, play, seek a mate, educate our young, and care for our elderly. It is likely to greatly increase our aggregate wealth, but it will also upend our labor markets, reshuffle our social order, and strain our private and public institutions. Eventually it may alter how we see our place in the universe, as machines pursue goals independent of their creators and outperform us in domains previously believed to be the sole dominion of humans. Whether we regard them as conscious or unwitting, revere them as a new form of life or dismiss them as mere clever appliances, is beside the point. They are likely to play an increasingly critical and intimate role in many aspects of our lives. The emergence of systems capable of independent

reasoning and action raises serious questions about just whose interests they are permitted to serve, and what limits our society should place on their creation and use. Deep ethical questions that have bedeviled philosophers for ages will suddenly arrive on the steps of our courthouses. Can a machine be held accountable for its actions? Should intelligent systems enjoy independent rights and responsibilities, or are they simple property? Who should be held responsible when a self-driving car kills a pedestrian? Can your personal robot hold your place in line, or be compelled to testify against you? If it turns out to be possible to upload your mind into a machine, is that still you? The answers may surprise you.

Step-by-step guide to build high performing predictive applications Key Features Use the Python data analytics ecosystem to implement end-to-end predictive analytics projects Explore advanced predictive modeling algorithms with an emphasis on theory with intuitive explanations Learn to deploy a predictive model's results as an interactive application Book Description Predictive analytics is an applied field that employs a variety of quantitative methods using data to make predictions. It involves much more than just throwing data onto a computer to build a model. This book provides practical coverage to help you understand the most important concepts of predictive analytics. Using practical, step-by-step examples, we build predictive analytics solutions while using cutting-edge Python tools and packages. The book's step-by-step approach starts by defining the problem and moves on to identifying relevant data. We will also be performing data preparation, exploring and visualizing relationships, building models, tuning, evaluating, and deploying model. Each stage has relevant practical examples and efficient Python code. You will work with models such as KNN, Random Forests, and neural networks using the most important libraries in Python's data science stack: NumPy, Pandas, Matplotlib, Seaborn, Keras, Dash, and so on. In addition to hands-on code examples, you will find intuitive explanations of the inner workings of the main techniques and algorithms used in predictive analytics. By the end of this book, you will be all set to build high-performance predictive analytics solutions using Python programming. What you will learn Get to grips with the main concepts and principles of predictive analytics Learn about the stages involved in producing complete predictive analytics solutions Understand how to define a problem, propose a solution, and prepare a dataset Use visualizations to explore relationships and gain insights into the dataset Learn to build regression and classification models using scikit-learn Use Keras to build powerful neural network models that produce accurate predictions Learn to serve a model's predictions as a web application Who this book is for This book is for data analysts, data scientists, data engineers, and Python developers who want to learn about predictive modeling and would like to implement predictive analytics solutions using Python's data stack. People from other backgrounds who would like to enter this exciting field will greatly benefit from reading this book. All you need is to be proficient in Python programming and have a basic understanding of statistics and college-level algebra.

Applied Predictive ModelingSpringer

From medieval robots and Boolean algebra to artificial neural networks and adversarial patches, this fascinating illustrated history takes readers from past to present in the world of artificial intelligence. Across 100 illustrated entries on computing, medicine, and mythology, as well as on the threat to humanity should AI grow out of control, award-winning science author Clifford A. Pickover takes readers on a fascinating journey of how "AI" developed, where it's going, and how it's being adopted in popular culture.

Gain practical insights into predictive modelling by implementing Predictive Analytics algorithms on public datasets with Python About This Book A step-by-step guide to predictive modeling including lots of tips, tricks, and best practices Get to grips with the basics of Predictive Analytics with Python Learn how to use the popular predictive modeling algorithms such as Linear Regression, Decision Trees, Logistic

Regression, and Clustering Who This Book Is For If you wish to learn how to implement Predictive Analytics algorithms using Python libraries, then this is the book for you. If you are familiar with coding in Python (or some other programming/statistical/scripting language) but have never used or read about Predictive Analytics algorithms, this book will also help you. The book will be beneficial to and can be read by any Data Science enthusiasts. Some familiarity with Python will be useful to get the most out of this book, but it is certainly not a prerequisite. What You Will Learn Understand the statistical and mathematical concepts behind Predictive Analytics algorithms and implement Predictive Analytics algorithms using Python libraries Analyze the result parameters arising from the implementation of Predictive Analytics algorithms Write Python modules/functions from scratch to execute segments or the whole of these algorithms Recognize and mitigate various contingencies and issues related to the implementation of Predictive Analytics algorithms Get to know various methods of importing, cleaning, sub-setting, merging, joining, concatenating, exploring, grouping, and plotting data with pandas and numpy Create dummy datasets and simple mathematical simulations using the Python numpy and pandas libraries Understand the best practices while handling datasets in Python and creating predictive models out of them In Detail Social Media and the Internet of Things have resulted in an avalanche of data. Data is powerful but not in its raw form - It needs to be processed and modeled, and Python is one of the most robust tools out there to do so. It has an array of packages for predictive modeling and a suite of IDEs to choose from. Learning to predict who would win, lose, buy, lie, or die with Python is an indispensable skill set to have in this data age. This book is your guide to getting started with Predictive Analytics using Python. You will see how to process data and make predictive models from it. We balance both statistical and mathematical concepts, and implement them in Python using libraries such as pandas, scikit-learn, and numpy. You'll start by getting an understanding of the basics of predictive modeling, then you will see how to cleanse your data of impurities and get it ready it for predictive modeling. You will also learn more about the best predictive modeling algorithms such as Linear Regression, Decision Trees, and Logistic Regression. Finally, you will see the best practices in predictive modeling, as well as the different applications of predictive modeling in the modern world. Style and approach All the concepts in this book been explained and illustrated using a dataset, and in a step-by-step manner. The Python code snippet to implement a method or concept is followed by the output, such as charts, dataset heads, pictures, and so on. The statistical concepts are explained in detail wherever required.

Written as a tutorial to explore and understand the power of R for machine learning. This practical guide that covers all of the need to know topics in a very systematic way. For each machine learning approach, each step in the process is detailed, from preparing the data for analysis to evaluating the results. These steps will build the knowledge you need to apply them to your own data science tasks. Intended for those who want to learn how to use R's machine learning capabilities and gain insight from your data. Perhaps you already know a bit about machine learning, but have never used R; or perhaps you know a little R but are new to machine learning. In either case, this book will get you up and running quickly. It would be helpful to have a bit of familiarity with basic programming concepts, but no prior experience is required.

Many texts are excellent sources of knowledge about individual statistical tools, but the art of data analysis is about choosing and using multiple tools. Instead of presenting isolated techniques, this text emphasizes problem solving strategies that address the many issues arising when developing multivariable models using real data and not standard textbook examples. It includes imputation methods for dealing with missing data effectively, methods for dealing with nonlinear relationships and for making the estimation of transformations a formal part of the modeling process, methods for dealing with "too many variables to analyze and not enough observations," and powerful model validation

techniques based on the bootstrap. This text realistically deals with model uncertainty and its effects on inference to achieve "safe data mining".

Solve real-world data problems with R and machine learning Key Features Third edition of the bestselling, widely acclaimed R machine learning book, updated and improved for R 3.6 and beyond Harness the power of R to build flexible, effective, and transparent machine learning models Learn quickly with a clear, hands-on guide by experienced machine learning teacher and practitioner, Brett Lantz Book Description Machine learning, at its core, is concerned with transforming data into actionable knowledge. R offers a powerful set of machine learning methods to quickly and easily gain insight from your data. Machine Learning with R, Third Edition provides a hands-on, readable guide to applying machine learning to real-world problems. Whether you are an experienced R user or new to the language, Brett Lantz teaches you everything you need to uncover key insights, make new predictions, and visualize your findings. This new 3rd edition updates the classic R data science book to R 3.6 with newer and better libraries, advice on ethical and bias issues in machine learning, and an introduction to deep learning. Find powerful new insights in your data; discover machine learning with R. What you will learn Discover the origins of machine learning and how exactly a computer learns by example Prepare your data for machine learning work with the R programming language Classify important outcomes using nearest neighbor and Bayesian methods Predict future events using decision trees, rules, and support vector machines Forecast numeric data and estimate financial values using regression methods Model complex processes with artificial neural networks — the basis of deep learning Avoid bias in machine learning models Evaluate your models and improve their performance Connect R to SQL databases and emerging big data technologies such as Spark, H2O, and TensorFlow Who this book is for Data scientists, students, and other practitioners who want a clear, accessible guide to machine learning with R.

EXCEL 2016 PREDICTIVE ANALYTICS FOR SERIOUS DATA CRUNCHERS! Now, you can apply cutting-edge predictive analytics techniques to help your business win—and you don't need multimillion-dollar software to do it. All the tools you need are available in Microsoft Excel 2016, and all the knowledge and skills are right here, in this book! Microsoft Excel MVP Conrad Carlberg shows you how to use Excel predictive analytics to solve real problems in areas ranging from sales and marketing to operations. Carlberg offers unprecedented insight into building powerful, credible, and reliable forecasts, helping you gain deep insights from Excel that would be difficult to uncover with costly tools such as SAS or SPSS. Fully updated for Excel 2016, this guide contains valuable new coverage of accounting for seasonality and managing complex consumer choice scenarios. Throughout, Carlberg provides downloadable Excel 2016 workbooks you can easily adapt to your own needs, plus VBA code—much of it open-source—to streamline especially complex techniques. Step by step, you'll build on Excel skills you already have, learning advanced techniques that can help you increase revenue, reduce costs, and improve productivity. By mastering predictive analytics, you'll gain a powerful competitive advantage for your company and yourself. Learn the "how" and "why" of using data to make better decisions, and choose the right technique for each problem Capture live real-time data from diverse sources, including third-party websites Use logistic regression to predict behaviors such as "will buy" versus "won't buy" Distinguish random data bounces from real, fundamental changes Forecast time series with smoothing and regression Account for trends and seasonality via Holt-Winters smoothing Prevent trends from running out of control over long time horizons Construct more accurate predictions by using Solver Manage large numbers of variables and unwieldy datasets with principal components analysis and Varimax factor rotation Apply ARIMA (Box-Jenkins) techniques to build better forecasts and clarify their meaning Handle complex consumer choice problems with advanced logistic regression Benchmark Excel results against R results

The process of developing predictive models includes many stages. Most resources focus on the modeling algorithms but neglect other critical aspects of the modeling process. This book describes techniques for finding the best representations of predictors for modeling and for finding the best subset of predictors for improving model performance. A variety of example data sets are used to illustrate the techniques along with R programs for reproducing the results.

Cyber-solutions to real-world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems. Presenting 50 case studies of actual situations, this book demonstrates practical applications to issues faced by businesses around the globe. The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment. Artificial intelligence and machine learning are cited as the most important modern business trends to drive success. It is used in areas ranging from banking and finance to social media and marketing. This technology continues to provide innovative solutions to businesses of all sizes, sectors and industries. This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others. Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries: Understand how specific business problems are addressed by innovative machine learning methods Explore how current artificial intelligence applications improve performance and increase efficiency in various situations Expand your knowledge of recent AI advancements in technology Gain insight on the future of AI and its increasing role in business and industry Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.

This textbook considers statistical learning applications when interest centers on the conditional distribution of a response variable, given a set of predictors, and in the absence of a credible model that can be specified before the data analysis begins. Consistent with modern data analytics, it emphasizes that a proper statistical learning data analysis depends in an integrated fashion on sound data collection, intelligent data management, appropriate statistical procedures, and an accessible interpretation of results. The unifying theme is that supervised learning properly can be seen as a form of regression analysis. Key concepts and procedures are illustrated with a large number of real applications and their associated code in R, with an eye toward practical implications. The growing integration of computer science and statistics is well represented including the occasional, but salient, tensions that result. Throughout, there are links to the big picture. The third edition considers significant advances in recent years, among which are: the development of overarching, conceptual frameworks for statistical learning; the impact of “big data” on statistical learning; the nature and consequences of post-model selection statistical inference; deep learning in various forms; the special challenges to statistical inference posed by statistical learning; the fundamental connections between data collection and data analysis; interdisciplinary ethical and political issues surrounding the application of algorithmic methods in a wide variety of fields, each linked to concerns about transparency, fairness, and accuracy. This edition features new sections on accuracy, transparency, and fairness, as well as a new chapter on deep learning. Precursors to deep learning get an expanded treatment. The connections between fitting and forecasting are considered in greater depth. Discussion of the estimation targets for algorithmic methods is revised and expanded throughout to reflect the latest research. Resampling procedures are emphasized. The material is written for upper

undergraduate and graduate students in the social, psychological and life sciences and for researchers who want to apply statistical learning procedures to scientific and policy problems.

Applied Predictive Modeling covers the overall predictive modeling process, beginning with the crucial steps of data preprocessing, data splitting and foundations of model tuning. The text then provides intuitive explanations of numerous common and modern regression and classification techniques, always with an emphasis on illustrating and solving real data problems. The text illustrates all parts of the modeling process through many hands-on, real-life examples, and every chapter contains extensive R code for each step of the process. This multi-purpose text can be used as an introduction to predictive models and the overall modeling process, a practitioner's reference handbook, or as a text for advanced undergraduate or graduate level predictive modeling courses. To that end, each chapter contains problem sets to help solidify the covered concepts and uses data available in the book's R package. This text is intended for a broad audience as both an introduction to predictive models as well as a guide to applying them. Non-mathematical readers will appreciate the intuitive explanations of the techniques while an emphasis on problem-solving with real data across a wide variety of applications will aid practitioners who wish to extend their expertise. Readers should have knowledge of basic statistical ideas, such as correlation and linear regression analysis. While the text is biased against complex equations, a mathematical background is needed for advanced topics.

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