

Predictive Analytics For Dummies By Anasse Bari Mohamed

Over the past decade, Big Data have become ubiquitous in all economic sectors, scientific disciplines, and human activities. They have led to striking technological advances, affecting all human experiences. Our ability to manage, understand, interrogate, and interpret such extremely large, multisource, heterogeneous, incomplete, multiscale, and incongruent data has not kept pace with the rapid increase of the volume, complexity and proliferation of the deluge of digital information. There are three reasons for this shortfall. First, the volume of data is increasing much faster than the corresponding rise of our computational processing power (Kryder's law > Moore's law). Second, traditional discipline-bounds inhibit expeditious progress. Third, our education and training activities have fallen behind the accelerated trend of scientific, information, and communication advances. There are very few rigorous instructional resources, interactive learning materials, and dynamic training environments that support active data science learning. The textbook balances the mathematical foundations with dexterous demonstrations and examples of data, tools, modules and workflows that serve as pillars for the urgently needed bridge to close that supply and demand predictive analytic skills gap. Exposing the enormous opportunities presented by the tsunami of Big data, this textbook aims to identify specific knowledge gaps, educational barriers, and workforce readiness deficiencies. Specifically, it focuses on the development of a transdisciplinary curriculum integrating modern computational methods, advanced data science techniques, innovative biomedical applications, and impactful health analytics. The content of this graduate-level textbook fills a substantial gap

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in integrating modern engineering concepts, computational algorithms, mathematical optimization, statistical computing and biomedical inference. Big data analytic techniques and predictive scientific methods demand broad transdisciplinary knowledge, appeal to an extremely wide spectrum of readers/learners, and provide incredible opportunities for engagement throughout the academy, industry, regulatory and funding agencies. The two examples below demonstrate the powerful need for scientific knowledge, computational abilities, interdisciplinary expertise, and modern technologies necessary to achieve desired outcomes (improving human health and optimizing future return on investment). This can only be achieved by appropriately trained teams of researchers who can develop robust decision support systems using modern techniques and effective end-to-end protocols, like the ones described in this textbook.

- A geriatric neurologist is examining a patient complaining of gait imbalance and posture instability. To determine if the patient may suffer from Parkinson's disease, the physician acquires clinical, cognitive, phenotypic, imaging, and genetics data (Big Data). Most clinics and healthcare centers are not equipped with skilled data analytic teams that can wrangle, harmonize and interpret such complex datasets. A learner that completes a course of study using this textbook will have the competency and ability to manage the data, generate a protocol for deriving biomarkers, and provide an actionable decision support system. The results of this protocol will help the physician understand the entire patient dataset and assist in making a holistic evidence-based, data-driven, clinical diagnosis.
- To improve the return on investment for their shareholders, a healthcare manufacturer needs to forecast the demand for their product subject to environmental, demographic, economic, and bio-social sentiment data (Big Data). The organization's data-analytics team is tasked with

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developing a protocol that identifies, aggregates, harmonizes, models and analyzes these heterogeneous data elements to generate a trend forecast. This system needs to provide an automated, adaptive, scalable, and reliable prediction of the optimal investment, e.g., R&D allocation, that maximizes the company's bottom line. A reader that complete a course of study using this textbook will be able to ingest the observed structured and unstructured data, mathematically represent the data as a computable object, apply appropriate model-based and model-free prediction techniques. The results of these techniques may be used to forecast the expected relation between the company's investment, product supply, general demand of healthcare (providers and patients), and estimate the return on initial investments.

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

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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 Shows how to get up and running fast with 20 commonly used powerful techniques for predictive analysis Explains the process of using open source RapidMiner tools Discusses a simple 5 step process for implementing algorithms that can be used for performing predictive analytics Includes practical use cases and examples

Delve into your data for the key to success Data mining is quickly becoming integral to creating value and business momentum. The ability to detect unseen patterns hidden in the numbers exhaustively generated by day-to-day operations allow savvy decision-makers to exploit every tool at their disposal in the pursuit of better business. By creating models and testing whether patterns hold up, it is possible to discover new intelligence that could change your business's entire paradigm for a more successful outcome. Data Mining for Dummies shows you why it doesn't take a data scientist to gain this advantage, and empowers average business people to start shaping a process relevant to their business's needs. In this book, you'll learn the hows and whys of mining to the depths of your data, and how to make the case for heavier

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investment into data mining capabilities. The book explains the details of the knowledge discovery process including: Model creation, validity testing, and interpretation Effective communication of findings Available tools, both paid and open-source Data selection, transformation, and evaluation Data Mining for Dummies takes you step-by-step through a real-world data-mining project using open-source tools that allow you to get immediate hands-on experience working with large amounts of data. You'll gain the confidence you need to start making data mining practices a routine part of your successful business. If you're serious about doing everything you can to push your company to the top, Data Mining for Dummies is your ticket to effective data mining. "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

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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 textbook presents a practical approach to predictive analytics for classroom learning. It focuses on using analytics to solve business problems and compares several different modeling techniques, all explained from examples using the SAS Enterprise Miner software. The authors demystify complex algorithms to show how they can be utilized and explained within the context of enhancing business opportunities. Each chapter includes an opening vignette that provides real-life example of how business analytics have been used in various aspects of organizations to solve issue or improve their results. A running case provides an example of a how to build and analyze a complex analytics model and utilize it to predict future outcomes.

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities that help companies

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determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives. Those engaged in business analysis are charged with identifying the activities that enable the company to define the business problem or opportunity, define what the solutions look like, and define how it should behave in the end. As a BA, you lay out the plans for the process ahead. Business Analysis For Dummies is the go-to reference on how to make the complex topic of business analysis easy to understand. Whether you are new or have experience with business analysis, this book gives you the tools, techniques, tips and tricks to set your project's expectations and on the path to success. Offers guidance on how to make an impact in your organization by performing business analysis Shows you the tools and techniques to be an effective business analysis professional Provides a number of examples on how to perform business analysis regardless of your role If you're interested in learning about the tools and techniques used by successful business analysis professionals, Business Analysis For Dummies has you covered.

A guide to the principles and methods of data analysis that does not require knowledge of statistics or programming A General Introduction to Data Analytics is an essential guide to understand and use data analytics. This book is written using easy-to-understand terms and does not require familiarity with statistics or programming. The authors—noted experts in the field—highlight an explanation of the intuition behind the basic data analytics techniques. The text also contains exercises and illustrative examples. Thought to be easily accessible to non-experts, the book provides motivation to the necessity of analyzing data. It explains how to visualize and summarize data, and how to find natural groups and frequent patterns in a dataset. The book also explores predictive tasks, be them

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classification or regression. Finally, the book discusses popular data analytic applications, like mining the web, information retrieval, social network analysis, working with text, and recommender systems. The learning resources offer: A guide to the reasoning behind data mining techniques A unique illustrative example that extends throughout all the chapters Exercises at the end of each chapter and larger projects at the end of each of the text's two main parts Together with these learning resources, the book can be used in a 13-week course guide, one chapter per course topic. The book was written in a format that allows the understanding of the main data analytics concepts by non-mathematicians, non-statisticians and non-computer scientists interested in getting an introduction to data science. A General Introduction to Data Analytics is a basic guide to data analytics written in highly accessible terms. 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

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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.

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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 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 have 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. If you are convinced that the world today is producing more data than the previous decades, then you understand that processing yesterday's data for today's use at times is not enough. The level of data analysis that is needed in highly competitive

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business environment needs to be processed, analyzed and used immediately for businesses to be ahead of their competition. Having this in mind, you need to understand from the ground up, what data is, the different types of data and how you should identify the right data for your business. To help you understand the simple basics of data and how it needs to be analyzed, then *Data Analytics for Beginners* is the book that you have been waiting for. The size and type of business you are running doesn't matter because after all, it will depend on your ability to understand the data that your business is exposed to so as to make better business decisions for the current working environment and the future. Are there patterns in your business that you cannot see? Do you want to make sense of the shopping trends of your clients to better enrich their experience? Do you want to know your target market even more? Do you want to better derive insights from the feedback your clients give you? These questions can only be answered when you perform a data analysis for your business. Collecting the data is one thing, analyzing them is another matter entirely as it is not something that can be done haphazardly by just looking at the data. If you hope to understand your data well, you need to understand the data you are collecting, the methods to use and the right tools to use when analyzing the data. Inside you will find valuable steps and tools

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that will help make your information work for you. Do not let yourself get complacent, stop looking at the data that you collect each day and start analyzing your data to move your business up. Get started by buying this book today! Inside you will find How data should be understood? Terms and concepts used in data analysis. Data mining and the different kinds of databases used to store data. How information can be retrieved and manipulated in the database to create a visual representation of what you want to know? The life cycle of data analysis. And more... Find the right big data solution for your business or organization Big data management is one of the major challenges facing business, industry, and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools. If you need to develop or manage big data solutions, you'll appreciate how these four experts define, explain, and guide you through this new and often confusing concept. You'll learn what it is, why it matters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importance to businesses, not-for-profit organizations, government, and IT professionals Authors are experts in information management, big data, and a variety of solutions Explains big data in

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detail and discusses how to select and implement a solution, security concerns to consider, data storage and presentation issues, analytics, and much more. Provides essential information in a no-nonsense, easy-to-understand style that is empowering. *Big Data For Dummies* cuts through the confusion and helps you take charge of big data solutions for your organization.

Use Big Data and technology to uncover real-world insights. You don't need a time machine to predict the future. All it takes is a little knowledge and know-how, and *Predictive Analytics For Dummies* gets you there fast. With the help of this friendly guide, you'll discover the core of predictive analytics and get started putting it to use with readily available tools to collect and analyze data. In no time, you'll learn how to incorporate algorithms through data models, identify similarities and relationships in your data, and predict the future through data classification. Along the way, you'll develop a roadmap by preparing your data, creating goals, processing your data, and building a predictive model that will get you stakeholder buy-in. Big Data has taken the marketplace by storm, and companies are seeking qualified talent to quickly fill positions to analyze the massive amount of data that are being collected each day. If you want to get in on the action and either learn or deepen your understanding of how to use predictive analytics to find real relationships

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between what you know and what you want to know, everything you need is a page away! Offers common use cases to help you get started Covers details on modeling, k-means clustering, and more Includes information on structuring your data Provides tips on outlining business goals and approaches The future starts today with the help of Predictive Analytics For Dummies.

Take Excel to the next level Excel is the world's leading spreadsheet application. It's a key module in Microsoft Office—the number-one productivity suite—and it is the number-one business intelligence tool. An Excel dashboard report is a visual presentation of critical data and uses gauges, maps, charts, sliders, and other graphical elements to present complex data in an easy-to-understand format. Excel Data Analysis For Dummies explains in depth how to use Excel as a tool for analyzing big data sets. In no time, you'll discover how to mine and analyze critical data in order to make more informed business decisions. Work with external databases, PivotTables, and Pivot Charts Use Excel for statistical and financial functions and data sharing Get familiar with Solver Use the Small Business Finance Manager If you're familiar with Excel but lack a background in the technical aspects of data analysis, this user-friendly book makes it easy to start putting it to use for you.

This book examines the Internet of Things (IoT) and

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Data Analytics from a technical, application, and business point of view. Internet of Things and Data Analytics Handbook describes essential technical knowledge, building blocks, processes, design principles, implementation, and marketing for IoT projects. It provides readers with knowledge in planning, designing, and implementing IoT projects. The book is written by experts on the subject matter, including international experts from nine countries in the consumer and enterprise fields of IoT. The text starts with an overview and anatomy of IoT, ecosystem of IoT, communication protocols, networking, and available hardware, both present and future applications and transformations, and business models. The text also addresses big data analytics, machine learning, cloud computing, and consideration of sustainability that are essential to be both socially responsible and successful. Design and implementation processes are illustrated with best practices and case studies in action. In addition, the book: Examines cloud computing, data analytics, and sustainability and how they relate to IoT over the scope of consumer, government, and enterprise applications Includes best practices, business model, and real-world case studies Hwaiyu Geng, P.E., is a consultant with Amica Research (www.AmicaResearch.org, Palo Alto, California), promoting green planning, design, and construction projects. He has had over 40 years of manufacturing

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and management experience, working with Westinghouse, Applied Materials, Hewlett Packard, and Intel on multi-million high-tech projects. He has written and presented numerous technical papers at international conferences. Mr. Geng, a patent holder, is also the editor/author of *Data Center Handbook* (Wiley, 2015).

Operations management is a tool by which companies can effectively meet customers' needs using the least amount of resources necessary. With the emergence of sensors and smart metering, big data is becoming an intrinsic part of modern operations management. *Applied Big Data Analytics in Operations Management* enumerates the challenges and creative solutions and tools to apply when using big data in operations management.

Outlining revolutionary concepts and applications that help businesses predict customer behavior along with applications of artificial neural networks, predictive analytics, and opinion mining on business management, this comprehensive publication is ideal for IT professionals, software engineers, business professionals, managers, and students of management.

Discover how data science can help you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. *Data Science For Dummies* is the

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perfect starting point for IT professionals and students who want a quick primer on all areas of the expansive data science space. With a focus on business cases, the book explores topics in big data, data science, and data engineering, and how these three areas are combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big data and data science, it is not an instruction manual for hands-on implementation. Here's what to expect:

- Provides a background in big data and data engineering before moving on to data science and how it's applied to generate value
- Includes coverage of big data frameworks like Hadoop, MapReduce, Spark, MPP platforms, and NoSQL
- Explains machine learning and many of its algorithms as well as artificial intelligence and the evolution of the Internet of Things
- Details data visualization techniques that can be used to showcase, summarize, and communicate the data insights you generate

It's a big, big data world out there—let *Data Science For Dummies* help you harness its power and gain a competitive edge for your organization. This book is about predictive analytics. Yet, each chapter

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could easily be handled by an entire volume of its own. So one might think of this a survey of predictive modeling. A predictive model is a statistical model or machine learning model used to predict future behavior based on past behavior. In order to use this book, one should have a basic understanding of mathematical statistics - it is an advanced book. Some theoretical foundations are laid out but not proven, but references are provided for additional coverage. Every chapter culminates in an example using R. R is a free software environment for statistical computing and graphics. You may download R, from a preferred CRAN mirror at <http://www.r-project.org/>. The book is organized so that statistical models are presented first (hopefully in a logical order), followed by machine learning models, and then applications: uplift modeling and time series. One could use this a textbook with problem solving in R-but there are no "by-hand" exercises.

Data Science gets thrown around in the press like it's magic. Major retailers are predicting everything from when their customers are pregnant to when they want a new pair of Chuck Taylors. It's a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions. But how does one exactly do data science? Do you have to hire one of these priests of the dark arts, the "data scientist," to extract this gold from your data? Nope. Data science is little more than using straight-forward steps to process raw data into actionable insight. And in DataSmart, author and data scientist John Foreman will show you how that's done within the familiar environment

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of spreadsheet. Why a spreadsheet? It's comfortable! You get to look at the data every step of the way, building confidence as you learn the tricks of the trade. Plus, spreadsheets are a vendor-neutral place to learn data science without the hype. But don't let the Excel sheets fool you. This is a book for those serious about learning the analytic techniques, the math and the magic, behind big data. Each chapter will cover a different technique in a spreadsheet so you can follow along: Mathematical optimization, including non-linear programming and genetic algorithms Clustering via k-means, spherical k-means, and graph modularity Data mining in graphs, such as outlier detection Supervised AI through logistic regression, ensemble models, and bag-of-words models Forecasting, seasonal adjustments, and prediction intervals through monte carlo simulation Moving from spreadsheets into the R programming language You get your hands dirty as you work alongside John through each technique. But never fear, the topics are readily applicable and the author laces humor throughout. You'll even learn what a dead squirrel has to do with optimization modeling, which you no doubt are dying to know.

Get ahead of the curve—learn about big data on the blockchain Blockchain came to prominence as the disruptive technology that made cryptocurrencies work. Now, data pros are using blockchain technology for faster real-time analysis, better data security, and more accurate predictions. Blockchain Data Analytics For Dummies is your quick-start guide to harnessing the potential of blockchain. Inside this book, technologists,

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executives, and data managers will find information and inspiration to adopt blockchain as a big data tool. Blockchain expert Michael G. Solomon shares his insight on what the blockchain is and how this new tech is poised to disrupt data. Set your organization on the cutting edge of analytics, before your competitors get there! Learn how blockchain technologies work and how they can integrate with big data Discover the power and potential of blockchain analytics Establish data models and quickly mine for insights and results Create data visualizations from blockchain analysis Discover how blockchains are disrupting the data world with this exciting title in the trusted For Dummies line!

With the advent of electronic medical records years ago and the increasing capabilities of computers, our healthcare systems are sitting on growing mountains of data. Not only does the data grow from patient volume but the type of data we store is also growing exponentially. Practical Predictive Analytics and Decisioning Systems for Medicine provides research tools to analyze these large amounts of data and addresses some of the most pressing issues and challenges where data integrity is compromised: patient safety, patient communication, and patient information. Through the use of predictive analytic models and applications, this book is an invaluable resource to predict more accurate outcomes to help improve quality care in the healthcare and medical industries in the most cost-efficient manner. Practical Predictive Analytics and Decisioning Systems for Medicine provides the basics of predictive analytics for those new to the area and

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focuses on general philosophy and activities in the healthcare and medical system. It explains why predictive models are important, and how they can be applied to the predictive analysis process in order to solve real industry problems. Researchers need this valuable resource to improve data analysis skills and make more accurate and cost-effective decisions. Includes models and applications of predictive analytics why they are important and how they can be used in healthcare and medical research Provides real world step-by-step tutorials to help beginners understand how the predictive analytic processes works and to successfully do the computations Demonstrates methods to help sort through data to make better observations and allow you to make better predictions

Predictive Analytics For Dummies John Wiley & Sons

Combine business sense, statistics, and computers in a new and intuitive way, thanks to Big Data Predictive analytics is a branch of data mining that helps predict probabilities and trends. Predictive Analytics For Dummies explores the power of predictive analytics and how you can use it to make valuable predictions for your business, or in fields such as advertising, fraud detection, politics, and others. This practical book does not bog you down with loads of mathematical or scientific theory, but instead helps you quickly see how to use the right algorithms and tools to collect and analyze data and apply it to make predictions. Topics include using structured and unstructured data, building models, creating a predictive analysis roadmap, setting realistic goals, budgeting, and much more. Shows readers how to

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use Big Data and data mining to discover patterns and make predictions for tech-savvy businesses Helps readers see how to shepherd predictive analytics projects through their companies Explains just enough of the science and math, but also focuses on practical issues such as protecting project budgets, making good presentations, and more Covers nuts-and-bolts topics including predictive analytics basics, using structured and unstructured data, data mining, and algorithms and techniques for analyzing data Also covers clustering, association, and statistical models; creating a predictive analytics roadmap; and applying predictions to the web, marketing, finance, health care, and elsewhere Propose, produce, and protect predictive analytics projects through your company with Predictive Analytics For Dummies.

A step-by-step guide to data mining applications in CRM. Following a handbook approach, this book bridges the gap between analytics and their use in everyday marketing, providing guidance on solving real business problems using data mining techniques. The book is organized into three parts. Part one provides a methodological roadmap, covering both the business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized acquisition, cross/ deep/ up selling and retention campaigns, as well as effective customer segmentation schemes. In part two, some of the most useful data mining algorithms are explained in a simple and comprehensive way for business users with no technical expertise. Part three is packed with real

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world case studies which employ the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Case studies from industries including banking, retail and telecommunications are presented in detail so as to serve as templates for developing similar applications. Key Features: Includes numerous real-world case studies which are presented step by step, demystifying the usage of data mining models and clarifying all the methodological issues. Topics are presented with the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Accompanied by a website featuring material from each case study, including datasets and relevant code. Combining data mining and business knowledge, this practical book provides all the necessary information for designing, setting up, executing and deploying data mining techniques in CRM. Effective CRM using Predictive Analytics will benefit data mining practitioners and consultants, data analysts, statisticians, and CRM officers. The book will also be useful to academics and students interested in applied data mining.

Value creation is a prime concern for any contemporary business. This can be accomplished through the incorporation of various techniques and processes, such as the integration of analytics to improve business functions. Applying Predictive Analytics Within the Service Sector is a pivotal reference source for the latest innovative perspectives on the incorporation of analysis techniques to enhance business performance.

Examining a wide range of relevant topics, such as

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alternative clustering, recommender systems, and social media tools, this book is ideally designed for researchers, academics, students, professionals, and practitioners seeking scholarly material on business improvement in the service industry.

"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

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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.

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Drawing on the authors' two decades of experience in applied modeling and data mining, *Foundations of Predictive Analytics* presents the fundamental background required for analyzing data and building models for many practical applications, such as consumer behavior modeling, risk and marketing analytics, and other areas. It also discusses a variety of practical topics that are frequently missing from similar texts. The book begins with the statistical and linear algebra/matrix foundation of modeling methods, from distributions to cumulant and copula functions to Cornish–Fisher expansion and other useful but hard-to-find statistical techniques. It then describes common and unusual linear methods as well as popular nonlinear modeling approaches, including additive models, trees, support vector machine, fuzzy systems, clustering, naïve Bayes, and neural nets. The authors go on to cover methodologies used in time series and forecasting, such as ARIMA, GARCH, and survival analysis. They also present a range of optimization techniques and explore several special topics, such as Dempster–Shafer theory. An in-depth collection of the most important fundamental material on predictive analytics, this self-contained book provides the necessary information for understanding various techniques for exploratory data analysis and modeling. It explains the algorithmic details behind each technique (including underlying assumptions and mathematical formulations) and shows how to prepare and encode data, select variables, use model goodness measures, normalize odds, and perform reject inference. Web Resource The book's website at www.DataMinerXL.com offers the DataMinerXL software for building predictive models. The site also includes more examples and information on modeling.

Learn the art and science of predictive analytics — techniques that get results Predictive analytics is what translates big data

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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. The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. Machine learning is often used to build predictive models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked

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examples, and case studies illustrate the application of these models in the broader business context. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning.

Make personalized marketing a reality with this practical guide to predictive analytics. Predictive Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization. Deliver a more personalized marketing experience. Automate predictive analytics with machine learning technology. Base marketing decisions on concrete

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data rather than unproven ideas. Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience. Written for students in undergraduate and graduate statistics courses, as well as for the practitioner who wants to make better decisions from data and models, this updated and expanded second edition of *Fundamentals of Predictive Analytics with JMP(R)* bridges the gap between courses on basic statistics, which focus on univariate and bivariate analysis, and courses on data mining and predictive analytics. Going beyond the theoretical foundation, this book gives you the technical knowledge and problem-solving skills that you need to perform real-world multivariate data analysis. First, this book teaches you to recognize when it is appropriate to use a tool, what variables and data are required, and what the results might be. Second, it teaches you how to interpret the results and then, step-by-step, how and where to perform and evaluate the analysis in JMP. Using JMP 13 and JMP 13 Pro, this book offers the following new and enhanced features in an example-driven format: an add-in for Microsoft Excel Graph Builder dirty data visualization regression ANOVA logistic regression principal component analysis LASSO elastic net cluster analysis decision trees k-nearest neighbors neural networks bootstrap forests boosted trees text mining association rules model comparison. With today's emphasis on business intelligence, business analytics, and predictive analytics, this second edition is invaluable to anyone who needs to expand his or her knowledge of statistics and to apply real-world, problem-solving analysis. This book is part of the SAS Press program.

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The easy way to grasp customer analytics Ensuring your customers are having positive experiences with your company at all levels, including initial brand awareness and loyalty, is crucial to the success of your business. Customer Analytics For Dummies shows you how to measure each stage of the customer journey and use the right analytics to understand customer behavior and make key business decisions. Customer Analytics For Dummies gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics, and much more to effectively manage the customer experience. Written by a highly visible expert in the area of customer analytics, this guide will have you up and running on putting customer analytics into practice at your own business in no time. Shows you what to measure, how to measure, and ways to interpret the data Provides real-world customer analytics examples from companies such as Wikipedia, PayPal, and Walmart Explains how to use customer analytics to make smarter business decisions that generate more loyal customers Offers easy-to-digest information on understanding each stage of the customer journey Whether you're part of a Customer Engagement team or a product, marketing, or design professional looking to get a leg up, Customer Analytics For Dummies has you covered.

Predictive analytics refers to making predictions about the future based on different parameters which are historical data, machine learning, and artificial intelligence. This book provides the most recent advances in the field along with case studies and real-world examples. It discusses predictive modeling and analytics in reliability engineering and introduces current achievements and applications of artificial intelligence, data mining, and other techniques in supply

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chain management. It covers applications to reliability engineering practice, presents numerous examples to illustrate the theoretical results, and considers and analyses case studies and real-world examples. The book is written for researchers and practitioners in the field of system reliability, quality, supply chain management, and logistics management. Students taking courses in these areas will also find this book of interest.

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,

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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.

DATA ANALYTICS FOR BEGINNER: IN ORDER TO SUCCEED IN TODAY'S FAST PACE BUSINESS ENVIRONMENT, YOU NEED TO MASTER DATA ANALYTICS. Data Analytics is the most powerful tool to analyze today's business environment and to predict

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future developments. Is it not the dream of every business owner to know exactly what the customer will buy in 6 months or what the new product hype will look like in your OWN industry? Data Analytics is the tool that will bring you answers to these questions. Here's why Data Analytics for Beginners will bring your business to a complete new level: How you can use data analytics to improve your business How to plan data analysis to know exactly what your target group wants How to implement descriptive analysis You will learn the exact techniques that are required to master Data Analytics Our customer's feedback I am the owner of a home supplies shop with 15 employees and this book improved the sales by 18,5% during the last 3 months. Richard S., Boston. Data Analytics for Beginners was a eye opener for me and my business. With this book I research all of my products on sale and my skills about the market I am in enhanced drastically. I can recommend this book to everyone that is planning to improve the business. Anamda R., Sacramento. During my IT studies this book supported me a lot with anaylsis about future business trends. This book has a easy to understand writing style without any expert language. In other words: every beginner can work with this book right away. Thomas E., Baltimore. Here's what you will get Planning a Study Surveys Experiments Gathering Data How to select useful samples Avoiding Bias in Data Sets Descriptive Analysis Mean Median Mode Variance Standard Deviation Coefficient of Variation Pie Charts How to create Pie Charts in Excel Bar Graphs How to Create Bar Charts in Excel Time Charts and Line Charts How to

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create a time chart in excel How to create a line chart in excel Histograms How to create a histogram in Excel Scatter Plots How to create a Scatter Chart in Excel Business Intelligence Data Analytics in Business and Industry

Data Mining and Predictive Analysis: Intelligence Gathering and Crime Analysis, 2nd Edition, describes clearly and simply how crime clusters and other intelligence can be used to deploy security resources most effectively. Rather than being reactive, security agencies can anticipate and prevent crime through the appropriate application of data mining and the use of standard computer programs. Data Mining and Predictive Analysis offers a clear, practical starting point for professionals who need to use data mining in homeland security, security analysis, and operational law enforcement settings. This revised text highlights new and emerging technology, discusses the importance of analytic context for ensuring successful implementation of advanced analytics in the operational setting, and covers new analytic service delivery models that increase ease of use and access to high-end technology and analytic capabilities. The use of predictive analytics in intelligence and security analysis enables the development of meaningful, information based tactics, strategy, and policy decisions in the operational public safety and security environment. Discusses new and emerging technologies and techniques, including up-to-date information on predictive policing, a key capability in law enforcement and security Demonstrates the importance of analytic context beyond software Covers

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new models for effective delivery of advanced analytics to the operational environment, which have increased access to even the most powerful capabilities. Includes terminology, concepts, practical application of these concepts, and examples to highlight specific techniques and approaches in crime and intelligence analysis. This book presents a selection of the latest and representative developments in predictive analytics using big data technologies. It focuses on some critical aspects of big data and machine learning and provides studies for readers. The chapters address a comprehensive range of advanced data technologies used for statistical modeling towards predictive analytics. Topics included in this book include: - Categorized machine learning algorithms - Player monopoly in cricket teams. - Chain type estimators - Log type estimators - Bivariate survival data using shared inverse Gaussian frailty models - Weblog analysis - COVID-19 epidemiology. This reference book will be of significant benefit to the predictive analytics community as a useful guide of the latest research in this emerging field.

All the answers to your data science questions. Over half of all businesses are using data science to generate insights and value from big data. How are they doing it? *Data Science Strategy For Dummies* answers all your questions about how to build a data science capability from scratch, starting with the “what” and the “why” of data science and covering what it takes to lead and nurture a top-notch team of data scientists. With this book, you’ll learn how to incorporate data science as a strategic function into any business, large or small. Find

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solutions to your real-life challenges as you uncover the stories and value hidden within data. Learn exactly what data science is and why it's important Adopt a data-driven mindset as the foundation to success Understand the processes and common roadblocks behind data science Keep your data science program focused on generating business value Nurture a top-quality data science team In non-technical language, *Data Science Strategy For Dummies* outlines new perspectives and strategies to effectively lead analytics and data science functions to create real value.

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

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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 Hone your analytic talents and become part of the next big thing

Getting a Big Data Job For Dummies is the ultimate guide to landing a position in one of the fastest-growing fields in the modern economy. Learn exactly what "big data" means, why it's so important across all industries, and how you can obtain one of the most sought-after skill sets of the decade. This book walks you through the process of identifying your ideal big data job, shaping the perfect resume, and nailing the interview, all

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in one easy-to-read guide. Companies from all industries, including finance, technology, medicine, and defense, are harnessing massive amounts of data to reap a competitive advantage. The demand for big data professionals is growing every year, and experts forecast an estimated 1.9 million additional U.S. jobs in big data by 2015. Whether your niche is developing the technology, handling the data, or analyzing the results, turning your attention to a career in big data can lead to a more secure, more lucrative career path. Getting a Big Data Job For Dummies provides an overview of the big data career arc, and then shows you how to get your foot in the door with topics like: The education you need to succeed The range of big data career path options An overview of major big data employers A plan to develop your job-landing strategy Your analytic inclinations may be your ticket to long-lasting success. In a highly competitive job market, developing your data skills can create a situation where you pick your employer rather than the other way around. If you're ready to get in on the ground floor of the next big thing, Getting a Big Data Job For Dummies will teach you everything you need to know to get started today.

Maximize performance with better data Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset—your people—and this book shows you how to collect data, analyze that data, and then apply

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your findings to create a happier and more engaged workforce. Start a people analytics project Work with qualitative data Collect data via communications Find the right tools and approach for analyzing data If your organization is ready to better understand why high performers leave, why one department has more personnel issues than another, and why employees violate, People Analytics For Dummies makes it easier.

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