



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

By Thomas W. Miller

Download now

Read Online 

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

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

Strategy and management
Methods and models
Technology and code

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

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

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

Every chapter focuses on one of today's key applications for predictive analytics, delivering skills and knowledge to put models to work—and maximize their value.

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

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

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

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

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

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

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

Gain powerful, actionable, profitable insights about:

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

 [Download Modeling Techniques in Predictive Analytics: Busin ...pdf](#)

 [Read Online Modeling Techniques in Predictive Analytics: Bus ...pdf](#)

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

By Thomas W. Miller

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

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

Strategy and management
Methods and models
Technology and code

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

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

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

Every chapter focuses on one of today's key applications for predictive analytics, delivering skills and knowledge to put models to work—and maximize their value.

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

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

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

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

You'll learn why each problem matters, what data are relevant, and how to explore the data you've

identified. Miller guides you through conceptually modeling each data set with words and figures; and then modeling it again with realistic R programs that deliver actionable insights.

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

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

Gain powerful, actionable, profitable insights about:

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

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

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

 [Download Modeling Techniques in Predictive Analytics: Busin ...pdf](#)

 [Read Online Modeling Techniques in Predictive Analytics: Bus ...pdf](#)

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

Editorial Review

Users Review

From reader reviews:

Vera Velez:

Book is actually written, printed, or created for everything. You can recognize everything you want by a e-book. Book has a different type. As we know that book is important thing to bring us around the world. Close to that you can your reading ability was fluently. A e-book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) will make you to be smarter. You can feel more confidence if you can know about everything. But some of you think that will open or reading a book make you bored. It is far from make you fun. Why they may be thought like that? Have you searching for best book or appropriate book with you?

Corrina Sutton:

Often the book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) will bring one to the new experience of reading a new book. The author style to spell out the idea is very unique. Should you try to find new book to study, this book very acceptable to you. The book Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) is much recommended to you to learn. You can also get the e-book from official web site, so you can more readily to read the book.

Beverly Hill:

Do you like reading a guide? Confuse to looking for your selected book? Or your book seemed to be rare? Why so many issue for the book? But any people feel that they enjoy for reading. Some people likes examining, not only science book but also novel and Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) or maybe others sources were given expertise for you. After you know how the truly amazing a book, you feel need to read more and more. Science reserve was created for teacher or even students especially. Those books are helping them to include their knowledge. In other case, beside science book, any other book likes Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) to make your spare time much more colorful. Many types of book like here.

Willie Adams:

What is your hobby? Have you heard that question when you got students? We believe that that concern was given by teacher with their students. Many kinds of hobby, Every individual has different hobby. And also

you know that little person just like reading or as reading become their hobby. You need to know that reading is very important as well as book as to be the point. Book is important thing to provide you knowledge, except your personal teacher or lecturer. You get good news or update in relation to something by book. Different categories of books that can you decide to try be your object. One of them is niagra Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics).

Download and Read Online Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller #6HS4N5PC3O8

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

Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) By Thomas W. Miller books to read online.

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

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

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

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