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Titolo	Business Analytics Using R - A Practical Approach / / by Umesh R Hodeghatta, Umesha Nayak
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2017
ISBN	9781484225141 1484225147
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XVII, 280 p. 278 illus.)
Disciplina	658.054
Soggetti	Big data Computer programming Programming languages (Electronic computers) Data mining Information storage and retrieval Mathematical statistics R (Computer program language) Big Data Programming Techniques Programming Languages, Compilers, Interpreters Data Mining and Knowledge Discovery Information Storage and Retrieval Probability and Statistics in Computer Science
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Overview of business analytics -- Introduction to R -- R for data analysis -- Introduction to descriptive analytics -- Business analytics process and data exploration -- Supervised machine learning : classification -- Unsupervised machine learning -- Simple linear regression -- Multiple linear regression -- Logistic regression -- Big data analysis : introduction and future trends.
Sommario/riassunto	Learn the fundamental aspects of the business statistics, data mining, and machine learning techniques required to understand the huge amount of data generated by your organization. This book explains

practical business analytics through examples, covers the steps involved in using it correctly, and shows you the context in which a particular technique does not make sense. Further, Practical Business Analytics using R helps you understand specific issues faced by organizations and how the solutions to these issues can be facilitated by business analytics. This book will discuss and explore the following through examples and case studies: An introduction to R: data management and R functions The architecture, framework, and life cycle of a business analytics project Descriptive analytics using R: descriptive statistics and data cleaning Data mining: classification, association rules, and clustering Predictive analytics: simple regression, multiple regression, and logistic regression This book includes case studies on important business analytic techniques, such as classification, association, clustering, and regression. The R language is the statistical tool used to demonstrate the concepts throughout the book. You will:

- Write R programs to handle data
- Build analytical models and draw useful inferences from them
- Discover the basic concepts of data mining and machine learning
- Carry out predictive modeling
- Define a business issue as an analytical problem.
