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	Titolo	Targeting Uplift : An Introduction to Net Scores / / by René Michel, Igor Schnakenburg, Tobias von Martens
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	Edizione	[1st ed. 2019.]
	Descrizione fisica	1 online resource (XXXII, 352 p. 144 illus., 119 illus. in color.)
	Disciplina	330.015195 006.312
	Soggetti	Statistics Business information services Data mining Marketing Statistics in Business, Management, Economics, Finance, Insurance Business Information Systems Data Mining and Knowledge Discovery Statistical Theory and Methods
	Lingua di pubblicazione	Inglese
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	Livello bibliografico	Monografia
	Nota di contenuto	List of Symbols -- List of Figures -- List of Tables -- Introduction -- The Traditional Approach: Gross Scoring -- Basic Net Scoring Methods: The Uplift Approach -- Validation of Net Models: Measuring Stability and Discriminatory Power -- Supplementary Methods for Variable Transformation and Selection -- A Simulation Framework for the Validation of Research Hypotheses on Net Scoring -- Software Implementations -- Data Prerequisites -- Practical Issues and Business Cases -- Summary and Outlook -- Appendix -- Other Literature on Net Scoring -- Index.-.
	Sommario/riassunto	This book explores all relevant aspects of net scoring, also known as uplift modeling: a data mining approach used to analyze and predict the effects of a given treatment on a desired target variable for an individual observation. After discussing modern net score modeling methods, data preparation, and the assessment of uplift models, the

book investigates software implementations and real-world scenarios. Focusing on the application of theoretical results and on practical issues of uplift modeling, it also includes a dedicated chapter on software solutions in SAS, R, Spectrum Miner, and KNIME, which compares the respective tools. This book also presents the applications of net scoring in various contexts, e.g. medical treatment, with a special emphasis on direct marketing and corresponding business cases. The target audience primarily includes data scientists, especially researchers and practitioners in predictive modeling and scoring, mainly, but not exclusively, in the marketingcontext. .