

1. Record Nr.	UNINA9910350214203321
Titolo	Advances in Analytics and Applications [[electronic resource] /] / edited by Arnab Kumar Laha
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2019
ISBN	981-13-1208-7
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (289 pages)
Collana	Springer Proceedings in Business and Economics, , 2198-7246
Disciplina	519.5
Soggetti	Big data Business enterprises-Finance Management Big Data/Analytics Business Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Overviews -- Chapter 1. Machine Learning -- Chapter 2. Regression Methods -- Chapter 3. Functional Data Analysis -- Chapter 4. Directional Data Analysis -- Chapter 5. Branching Processes -- Part II: Predictive Analysis Applications -- Chapter 6. Click-Through Rate Estimation using CHAID Classification Tree Model -- Chapter 7 . Predicting Success Probability in Professional Tennis Tournaments: Using a Logistic Regression Model -- Chapter 8. Hausdorff Path Clustering and Hidden Markov Model Applied to Person Movement Prediction in Retail Spaces -- Chapter 9. Improving Email Marketing Campaign Success Rate Using Personalization -- etc.
Sommario/riassunto	This book includes selected papers submitted to the ICADABAI-2017 conference, offering an overview of the new methodologies and presenting innovative applications that are of interest to both academicians and practitioners working in the area of analytics. It discusses predictive analytics applications, machine learning applications, human resource analytics, operations analytics, analytics in finance, methodology and econometric applications. The papers in the predictive analytics applications section discuss web analytics, email marketing, customer churn prediction, retail analytics and sports

analytics. The section on machine learning applications then examines healthcare analytics, insurance analytics and machine analytics using different innovative machine learning techniques. Human resource analytics addresses important issues relating to talent acquisition and employability using analytics, while a paper in the section on operations analytics describe an innovative application in oil and gas industry. The papers in the analytics in finance part discuss the use of analytical tools in banking and commodity markets, and lastly the econometric applications part presents interesting banking and insurance applications.
