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Nota di contenuto	Front Cover; Probabilistic Methods for Financial and Marketing Informatics; Copyright Page; Preface; Contents; Part I: Bayesian Networks and Decision Analysis; Chapter 1. Probabilistic Informatics; 1.1 What Is Informatics?; 1.2 Probabilistic Informatics; 1.3 Outline of This Book; Chapter 2. Probability and Statistics; 2.1 Probability Basics; 2.2 Random Variables; 2.3 The Meaning of Probability; 2.4 Random Variables in Applications; 2.5 Statistical Concepts; Chapter 3. Bayesian Networks; 3.1 What Is a Bayesian Network?; 3.2 Properties of Bayesian Networks 3.3 Causal Networks as Bayesian Networks 3.4 Inference in Bayesian Networks; 3.5 How Do We Obtain the Probabilities?; 3.6 Entailed Conditional Independencies *; Chapter 4. Learning Bayesian Networks; 4.1 Parameter Learning; 4.2 Learning Structure (Model Selection); 4.3 Score-Based Structure Learning *; 4.4 Constraint-Based Structure Learning; 4.5 Causal Learning; 4.6 Software Packages for Learning; 4.7 Examples of Learning; Chapter 5. Decision Analysis Fundamentals; 5.1 Decision Trees; 5.2 Influence Diagrams; 5.3 Dynamic Networks *;

Chapter 6. Further Techniques in Decision Analysis

6.1 Modeling Risk Preferences 6.2 Analyzing Risk Directly; 6.3 Dominance; 6.4 Sensitivity Analysis; 6.5 Value of Information; 6.6 Normative Decision Analysis; Part II: Financial Applications; Chapter 7. Investment Science; 7.1 Basics of Investment Science; 7.2 Advanced Topics in Investment Science*; 7.3 A Bayesian Network Portfolio Risk Analyzer *; Chapter 8. Modeling Real Options; 8.1 Solving Real Options Decision Problems; 8.2 Making a Plan; 8.3 Sensitivity Analysis; Chapter 9. Venture Capital Decision Making; 9.1 A Simple VC Decision Model; 9.2 A Detailed VC Decision Model
9.3 Modeling Real Decisions 9.A Appendix; Chapter 10. Bankruptcy Prediction; 10.1 A Bayesian Network for Predicting Bankruptcy; 10.2 Experiments; Part III: Marketing Applications; Chapter 11. Collaborative Filtering; 11.1 Memory-Based Methods; 11.2 Model-Based Methods; 11.3 Experiments; Chapter 12. Targeted Advertising; 12.1 Class Probability Trees; 12.2 Application to Targeted Advertising; Bibliography; Index

Sommario/riassunto

Bayesian Networks are a form of probabilistic graphical models and they are used for modeling knowledge in many application areas, from medicine to image processing. They are particularly useful for business applications, and* Unique coverage of probabilistic reasoning topics applied to business problems, including marketing, banking, operations management, and finance. * Shares insights about when and why probabilistic methods can and cannot be used effectively; * Complete review of Bayesian networks and probabilistic methods for those IT professionals new to informati

2. Record Nr.	UNINA9910557134303321
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Descrizione fisica	1 online resource (140 p.)
Soggetti	History of engineering and technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Sommario/riassunto	<p>This book is a comprehensive set of articles reflecting on the application of symbolic and/or numerical computation in a range of scientific areas within the fields of engineering and science. These articles constitute extended versions of communications presented at the 4th International Conference on Numerical and Symbolic Computation-SYMCOMP 2019-that took place in Porto, Portugal, from 11 to 12 April 2019. The different chapters present diverse perspectives on the existing effective connections between mathematical methods and procedures and other knowledge areas. The intrinsic multidisciplinary character is visible throughout the whole book as a result of the applicability of the scope and the applications considered. The reader will find this book to be a useful resource for identifying problems of interest in different engineering and science areas, and in the development of mathematical models and procedures used in the context of prediction or verification computational tools as well as in the aided-learning/teaching context. This book is a must-read for anyone interested in the recent developments and applications of symbolic and numerical computation for a number of multidisciplinary engineering and science problems.</p>