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	Descrizione fisica	1 online resource (153 pages) : illustrations (chiefly color)
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	Nota di contenuto	Chapter 1. Introduction to Analytics and Data Science Chapter 2. Data Types Structure & Data Preparation Process Chapter 3. Data Exploration and Data Visualization. Chapter 4. Evaluating Predictive Performance Chapter 5. Decision Trees & Ensemble Chapter 6. Regression Models Chapter 7. Neural Networks Chapter 8. Model Deployment
	Sommario/riassunto	This text highlights the difference between analytics and data science, using predictive analytic techniques to analyze different historical data, including aviation data and concrete data, interpreting the predictive models, and highlighting the steps to deploy the models and the steps ahead. The book combines the conceptual perspective and a hands-on approach to predictive analytics using SAS VIYA, an analytic and data management platform. The authors use SAS VIYA to focus on analytics to solve problems, highlight how analytics is applied in the airline and business environment, and compare several different modeling techniques. They decipher complex algorithms to demonstrate how they can be applied and explained within improving decisions.