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   Autore   Winters Ralph

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   Edizione   [1st edition]

   Descrizione fisica   1 online resource (1 volume) : illustrations

   Disciplina   519.502855133

   Soggetti   R (Computer program language)

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Note generali   Includes index.

   Sommario/riassunto   Make sense of your data and predict the unpredictable About This Book
                        A unique book that centers around develop six key practical skills
                        needed to develop and implement predictive analytics Apply the
                        principles and techniques of predictive analytics to effectively interpret
                        big data Solve real-world analytical problems with the help of practical
                        case studies and real-world scenarios taken from the world of
                        healthcare, marketing, and other business domains Who This Book Is
                        For This book is for those with a mathematical/statistics background
                        who wish to understand the concepts, techniques, and implementation
                        of predictive analytics to resolve complex analytical issues. Basic
                        familiarity with a programming language of R is expected. What You
                        Will Learn Master the core predictive analytics algorithm which are used
                        today in business Learn to implement the six steps for a successful
                        analytics project Classify the right algorithm for your requirements Use
                        and apply predictive analytics to research problems in healthcare
                        Implement predictive analytics to retain and acquire your customers
                        Use text mining to understand unstructured data Develop models on
                        your own PC or in Spark/Hadoop environments Implement predictive
                        analytics products for customers In Detail This is the go-to book for
                        anyone interested in the steps needed to develop predictive analytics
                        solutions with examples from the world of marketing, healthcare, and

retail. We'll get started with a brief history of predictive analytics and learn about different roles and functions people play within a predictive analytics project. Then, we will learn about various ways of installing R along with their pros and cons, combined with a step-by-step installation of RStudio, and a description of the best practices for organizing your projects. On completing the installation, we will begin to acquire the skills necessary to input, clean, and prepare your data for modeling. We will learn the six specific steps needed to implement and successfully deploy a predictive model starting from asking the right questions through model development and ending with deploying your predictive model into production. We will learn why collaboration is important and how agile iterative modeling cycles can increase your chances of developing and deploying the best successful model. We will continue your journey in the cloud by extending your skill set by learning about Databricks and SparkR, which allow you to develop pre...