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Nota di contenuto	Cover -- Halftitle -- Title -- Copyright -- Description -- Contents -- Preface -- Acknowledgments -- Introduction -- Part I: Problem Framing -- Chapter 1: Getting Started -- Chapter 2: Project Parameters -- Chapter 3: Getting Buy-In -- Chapter 4: Getting Context -- Chapter 5: Getting Measurements -- Chapter 6: Consider Interventions -- Chapter 7: Dwell on Constraints -- Chapter 8: Project Focus -- Chapter 9: Getting Success Metrics -- Part II: Execution -- Chapter 10: Getting Data Updates -- Chapter 11: Data Familiarity -- Chapter 12: Data Science Methods -- Chapter 13: Insights and Analytics -- Chapter 14: Pattern Discovery -- Chapter 15: Predictive Modeling -- Chapter 16: Model Context -- Chapter 17: Project Delivery -- Chapter 18: Estimating ROI -- Chapter 19: Deployment -- Chapter 20: Model Monitoring -- Conclusion -- About the Author -- Index -- Adpage -- Backcover.