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Autore	Dennis John <1657-1734.>
Titolo	Letters upon several occasions [[electronic resource]] : written by and between Mr. Dryden, Mr. Wycherly, Mr. ---, Mr. Congreve, and Mr. Dennis, published by Mr. Dennis with a new translation of select letters of Monsieur Voiture
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Altri autori (Persone)	DrydenJohn <1631-1700.> WycherleyWilliam <1640-1716.> CongreveWilliam <1670-1729.> Voiture, Monsieur de <1597-1648.> (Vincent)
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2. Record Nr.	UNINA9910822223803321
Autore	Syam Niladri
Titolo	Machine learning and artificial intelligence in marketing and sales : essential reference for practitioners and data scientists // Niladri Syam, Rajeeve Kaul
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ISBN	1-80043-880-X
Descrizione fisica	1 online resource (225 pages) : illustrations
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Soggetti	Marketing - Data processing Selling - Data processing
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Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	Machine Learning and Artificial Intelligence in Marketing and Sales explores the ideas, and the statistical and mathematical concepts, behind Artificial Intelligence (AI) and machine learning models, as applied to marketing and sales, without getting lost in the details of mathematical derivations and computer programming.