

Fundamentals Of Predictive Ytics With Jmp

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"in one case, airports had been using predictive modeling to understand ... the underlying assumptions and fundamentals of analytics can radically change, rendering them ineffective.

We are entering the era of digital transformation where human and artificial intelligence (AI) work hand in hand to achieve data driven performance. Today, more than ever, businesses are expected to possess the talent, tools, processes, and capabilities to enable their organizations to implement and utilize continuous analysis of past business performance and events to gain forward-looking insight to drive business decisions and actions. AI-Enabled Analytics in Business is your Roadmap to meet this essential business capability. To ensure we can plan for the future vs react to the future when it arrives, we need to develop and deploy a toolbox of tools, techniques, and effective processes to reveal forward-looking unbiased insights that help us understand significant patterns, relationships, and trends. This book promotes clarity to enable you to make better decisions from insights about the future. Learn how advanced analytics ensures that your people have the right information at the right time to gain critical insights and performance opportunities Empower better, smarter decision making by implementing AI-enabled analytics decision support tools Uncover patterns and insights in data, and discover facts about your business that will unlock greater performance Gain inspiration from practical examples and use cases showing how to move your business toward AI-Enabled decision making AI-Enabled Analytics in Business is a must-have practical resource for directors, officers, and executives across various functional disciplines who seek increased business performance and valuation.

During the past decade there has been an explosion in computation and information technology. With it have come vast amounts of data in a variety of fields such as medicine, biology, finance, and marketing. The challenge of understanding these data has led to the development of new tools in the field of statistics, and spawned new areas such as data mining, machine learning, and bioinformatics. Many of these tools have common underpinnings but are often expressed with different terminology. This book describes the important ideas in these areas in a common conceptual framework. While the approach is statistical, the emphasis is on concepts rather than mathematics. Many examples are given, with a liberal use of color graphics. It should be a valuable resource for statisticians and anyone interested in data mining in science or industry. The book's coverage is broad, from supervised learning (prediction) to unsupervised learning. The many topics include neural networks, support vector machines, classification trees and boosting--the first comprehensive treatment of this topic in any book. This major new edition features many topics not covered in the original, including graphical models, random forests, ensemble methods, least angle regression & path algorithms for the lasso, non-negative matrix factorization, and spectral clustering. There is also a chapter on methods for "wide" data (p bigger than n), including multiple testing and false discovery rates. Trevor Hastie, Robert Tibshirani, and Jerome Friedman are professors of statistics at Stanford University. They are prominent researchers in this area: Hastie and Tibshirani developed generalized additive models and wrote a popular book of that title. Hastie co-developed much of the statistical modeling software and environment in R/S-PLUS and invented principal curves and surfaces. Tibshirani proposed the lasso and is co-author of the very successful An Introduction to the Bootstrap. Friedman is the co-inventor of many data-mining tools including CART, MARS, projection pursuit and gradient boosting.

An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote The Elements of Statistical Learning (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. An Introduction to Statistical Learning covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra.

This book presents statistical concepts and techniques in simple, everyday language to help readers gain a better understanding of how they work and how to interpret them correctly. Each self-contained chapter features a description of the statistic including how it is used and the information it provides, how to calculate the formula, the strengths and weaknesses of each technique, the conditions needed for its use, and an example that uses and interprets the statistic. A glossary of terms and symbols is also included along with an Interactive CD with PowerPoint presentations and problems and solutions for each chapter. This brief paperback is an ideal supplement for statistics, research methods, or any course that uses statistics, or as a handy reference tool to refresh one's memory about key concepts. The actual research examples are from a variety of fields, including psychology and education.

Written for students in undergraduate and graduate statistics courses, as well as for the practitioner who wants to make better decisions from data and models, this updated and expanded second edition of Fundamentals of Predictive Analytics with JMP (R) bridges the gap between courses on basic statistics, which focus on univariate and bivariate analysis, and courses on data mining and predictive analytics. Going beyond the theoretical foundation, this book gives you the technical knowledge and problem-solving skills that you need to perform real-world multivariate data analysis. First, this book teaches you to recognize when it is appropriate to use a tool, what variables and data are required, and what the results might be. Second, it teaches you how to interpret the results and then, step-by-step, how and where to perform and evaluate the analysis in JMP . Using JMP 13 and JMP 13 Pro, this book offers the following new and enhanced features in an example-driven format: an add-in for Microsoft Excel Graph Builder dirty data visualization regression ANOVA logistic regression principal component analysis LASSO elastic net cluster analysis decision trees k-nearest neighbors neural networks bootstrap forests boosted trees text mining association rules model comparison With today's emphasis on business intelligence, business analytics, and predictive analytics, this second edition is invaluable to anyone who needs to expand his or her knowledge of statistics and to apply real-world, problem-solving analysis. This book is part of the SAS Press program.

The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. Machine learning is often used to build predictive models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked examples, and case studies illustrate the application of these models in the broader business context. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning.

Non-life insurance pricing is the art of setting the price of an insurance policy, taking into consideration various properties of the insured object and the policy holder. Introduced by British actuaries generalized linear models (GLMs) have become today a the standard aproach for tariff analysis. The book focuses on methods based on GLMs that have been found useful in actuarial practice and provides a set of tools for a tariff analysis. Basic theory of GLMs in a tariff analysis setting is presented with useful extensions of standarde GLM theory that are not in common use. The book meets the European Core Syllabus for actuarial education and is written for actuarial students as well as practicing actuaries. To support reader real data of some complexity are provided at www.math.su.se/GLMbook.

Businesses are important for economic development of nation and increasing of living standards of people. Also, management is a critical factor for both businesses because it creates utility for businesses. All the success and failure depend upon business functions and management. In this context, this book contains three important factors of business management. In the first part of the book covers strategic management subjects; especially entrepreneurship and human resource management. The second part of the book includes accounting and auditing. The third part of the book is about marketing.

This book gives a comprehensive account on the manufacturing techniques to synchronize the desired properties of both traditional and advanced ceramics. Offers exclusive and up to date information on industrial ceramic processing equipment and approaches and discusses actual industrial practices taking a product-oriented approach It should serve as a text to answer the processing of ceramics and achieve targeted product in industrial environment.

Data Science and Machine Learning are in high demand, as customers are increasingly looking for ways to glean insights from all their data. More customers now realize that Business Intelligence is not enough as the volume, speed and complexity of data now defy traditional analytics tools. While Business Intelligence addresses descriptive and diagnostic analysis, Data Science unlocks new opportunities through predictive and prescriptive analysis. The purpose of this book is to provide a gentle and instructionally organized introduction to the field of data science and machine learning, with a focus on building and deploying predictive models. The book also provides a thorough overview of the Microsoft Azure Machine Learning service using task oriented descriptions and concrete end-to-end examples, sufficient to ensure the reader can immediately begin using this important new service. It describes all aspects of the service from data ingress to applying machine learning and evaluating the resulting model, to deploying the resulting model as a machine learning web service. Finally, this book attempts to have minimal dependencies, so that you can fairly easily pick and choose chapters to read. When dependencies do exist, they are listed at the start and end of the chapter. The simplicity of this new service from Microsoft will help to take Data Science and Machine Learning to a much broader audience than existing products in this space. Learn how you can quickly build and deploy sophisticated predictive models as machine learning web services with the new Azure Machine Learning service from Microsoft.