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Discover how data science can help you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. Data Science For Dummies is the perfect starting point for IT professionals and students who want a quick primer on all areas of the expansive

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data science space. With a focus on business cases, the book explores topics in big data, data science, and data engineering, and how these three areas are combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big

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data and data science, it is not an instruction manual for hands-on implementation. Here's what to expect: Provides a background in big data and data engineering before moving on to data science and how it's applied to generate value Includes coverage of big data frameworks like Hadoop, MapReduce, Spark, MPP platforms, and NoSQL Explains machine learning and many of its algorithms as well as artificial intelligence and the evolution of the Internet of Things Details data visualization techniques that

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can be used to showcase, summarize, and communicate the data insights you generate. It's a big, big data world out there—let *Data Science For Dummies* help you harness its power and gain a competitive edge for your organization.

This book is about innovation, big data, and data science seen from a business perspective. Big data is a buzzword nowadays, and there is a growing necessity within practitioners to understand better the phenomenon, starting from a clear stated definition. This book aims to be a

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starting reading for executives who want (and need) to keep the pace with the technological breakthrough introduced by new analytical techniques and piles of data. Common myths about big data will be explained, and a series of different strategic approaches will be provided. By browsing the book, it will be possible to learn how to implement a big data strategy and how to use a maturity framework to monitor the progress of the data science team, as well as how to move forward from one stage to the next. Crucial challenges

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related to big data will be discussed, where some of them are more general - such as ethics, privacy, and ownership - while others concern more specific business situations (e.g., initial public offering, growth strategies, etc.). The important matter of selecting the right skills and people for an effective team will be extensively explained, and practical ways to recognize them and understanding their personalities will be provided. Finally, few relevant technological future trends will be acknowledged (i.e., IoT,

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Artificial intelligence, blockchain, etc.), especially for their close relation with the increasing amount of data and our ability to analyse them faster and more effectively.

Get complete instructions for manipulating, processing, cleaning, and crunching datasets in Python. Updated for Python 3.6, the second edition of this hands-on guide is packed with practical case studies that show you how to solve a broad set of data analysis problems effectively. You'll learn the latest

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versions of pandas, NumPy, IPython, and Jupyter in the process. Written by Wes McKinney, the creator of the Python pandas project, this book is a practical, modern introduction to data science tools in Python. It's ideal for analysts new to Python and for Python programmers new to data science and scientific computing. Data files and related material are available on GitHub. Use the IPython shell and Jupyter notebook for exploratory computing Learn basic and advanced features in NumPy (Numerical Python) Get

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started with data analysis tools in the pandas library Use flexible tools to load, clean, transform, merge, and reshape data Create informative visualizations with matplotlib Apply the pandas groupby facility to slice, dice, and summarize datasets Analyze and manipulate regular and irregular time series data Learn how to solve real-world data analysis problems with thorough, detailed examples

At the intersection of computer science and healthcare, data analytics has emerged as a promising tool for solving problems

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across many healthcare-related disciplines. Supplying a comprehensive overview of recent healthcare analytics research, Healthcare Data Analytics provides a clear understanding of the analytical techniques currently available to solve healthcare problems. The book details novel techniques for acquiring, handling, retrieving, and making best use of healthcare data. It analyzes recent developments in healthcare computing and discusses emerging technologies that can help improve the health and well-being of

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patients. Written by prominent researchers and experts working in the healthcare domain, the book sheds light on many of the computational challenges in the field of medical informatics. Each chapter in the book is structured as a "survey-style" article discussing the prominent research issues and the advances made on that research topic. The book is divided into three major categories: Healthcare Data Sources and Basic Analytics - details the various healthcare data sources and analytical techniques used in the

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processing and analysis of such data
Advanced Data Analytics for Healthcare - covers advanced analytical methods, including clinical prediction models, temporal pattern mining methods, and visual analytics Applications and Practical Systems for Healthcare - covers the applications of data analytics to pervasive healthcare, fraud detection, and drug discovery along with systems for medical imaging and decision support
Computer scientists are usually not trained in domain-specific medical

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concepts, whereas medical practitioners and researchers have limited exposure to the data analytics area. The contents of this book will help to bring together these diverse communities by carefully and comprehensively discussing the most relevant contributions from each domain. Add a touch of data analytics to your healthcare systems and get insightful outcomes

Key Features

- Perform healthcare analytics with Python and SQL
- Build predictive models on real healthcare data with pandas and scikit-learn
- Use analytics

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to improve healthcare performance Book Description In recent years, machine learning technologies and analytics have been widely utilized across the healthcare sector. Healthcare Analytics Made Simple bridges the gap between practising doctors and data scientists. It equips the data scientists' work with healthcare data and allows them to gain better insight from this data in order to improve healthcare outcomes. This book is a complete overview of machine learning for healthcare analytics, briefly describing the current

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healthcare landscape, machine learning algorithms, and Python and SQL programming languages. The step-by-step instructions teach you how to obtain real healthcare data and perform descriptive, predictive, and prescriptive analytics using popular Python packages such as pandas and scikit-learn. The latest research results in disease detection and healthcare image analysis are reviewed. By the end of this book, you will understand how to use Python for healthcare data analysis, how to import, collect, clean, and refine data

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from electronic health record (EHR) surveys, and how to make predictive models with this data through real-world algorithms and code examples. What you will learn Gain valuable insight into healthcare incentives, finances, and legislation Discover the connection between machine learning and healthcare processes Use SQL and Python to analyze data Measure healthcare quality and provider performance Identify features and attributes to build successful healthcare models Build predictive models using real-

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world healthcare data Become an expert in predictive modeling with structured clinical data See what lies ahead for healthcare analytics Who this book is for Healthcare Analytics Made Simple is for you if you are a developer who has a working knowledge of Python or a related programming language, although you are new to healthcare or predictive modeling with healthcare data. Clinicians interested in analytics and healthcare computing will also benefit from this book. This book can also serve as a textbook for students

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enrolled in an introductory course on machine learning for healthcare.

Big Data Analytics with Java

Turning Big Data into Big Money

Opportunities and Challenges

Big Data Analytics for Internet of Things

Use Machine Learning and Data Storytelling

in Your Work Without Writing Any Code

Using Data to Make Good Things Happen

Data Analysis for Business, Economics, and Policy

Now that people are aware that data can

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make the difference in an election or a business model, data science as an occupation is gaining ground. But how can you get started working in a wide-ranging, interdisciplinary field that's so clouded in hype? This insightful book, based on Columbia University's Introduction to Data Science class, tells you what you need to know. In many of these chapter-long lectures, data scientists from companies such as Google, Microsoft, and eBay share new

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algorithms, methods, and models by presenting case studies and the code they use. If you're familiar with linear algebra, probability, and statistics, and have programming experience, this book is an ideal introduction to data science. Topics include: Statistical inference, exploratory data analysis, and the data science process Algorithms Spam filters, Naive Bayes, and data wrangling Logistic regression Financial

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modeling Recommendation engines and causality Data visualization Social networks and data journalism Data engineering, MapReduce, Pregel, and Hadoop Doing Data Science is collaboration between course instructor Rachel Schutt, Senior VP of Data Science at News Corp, and data science consultant Cathy O'Neil, a senior data scientist at Johnson Research Labs, who attended and blogged about the course. Learn how to use R to turn raw data

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into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, R for Data Science is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing,

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wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to:

- Wrangle—transform your datasets into a form convenient for analysis*
- Program—learn powerful R tools for*

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solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true "signals" in your dataset

Communicate—learn R Markdown for integrating prose, code, and results

The development of business intelligence has enhanced the visualization of data to inform and facilitate business management and

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strategizing. By implementing effective data-driven techniques, this allows for advance reporting tools to cater to company-specific issues and challenges. The Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence is a key resource on the latest advancements in business applications and the use of mining software solutions to achieve optimal decision-making and risk management results. Highlighting

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innovative studies on data warehousing, business activity monitoring, and text mining, this publication is an ideal reference source for research scholars, management faculty, and practitioners. Learn how to gain insights from your data as well as machine learning and become a presentation pro who can create interactive dashboards Key Features Enhance your presentation skills by implementing engaging data storytelling and visualization

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techniques Learn the basics of machine learning and easily apply machine learning models to your data Improve productivity by automating your data processes

Book Description Data Analytics Made Easy is an accessible beginner's guide for anyone working with data. The book interweaves four key elements: Data visualizations and storytelling - Tired of people not listening to you and ignoring your results? Don't worry; chapters 7 and 8

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show you how to enhance your presentations and engage with your managers and co-workers. Learn to create focused content with a well-structured story behind it to captivate your audience. Automating your data workflows - Improve your productivity by automating your data analysis. This book introduces you to the open-source platform, KNIME Analytics Platform. You'll see how to use this no-code and free-to-use software to create a KNIME

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workflow of your data processes just by clicking and dragging components.

Machine learning - Data Analytics Made Easy describes popular machine learning approaches in a simplified and visual way before implementing these machine learning models using KNIME. You'll not only be able to understand data scientists' machine learning models; you'll be able to challenge them and build your own. Creating interactive dashboards - Follow the book's simple

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methodology to create professional-looking dashboards using Microsoft Power BI, giving users the capability to slice and dice data and drill down into the results. What you will learn Understand the potential of data and its impact on your business *Import, clean, transform, combine data feeds, and automate your processes* Influence business decisions by learning to create engaging presentations *Build real-world models to improve profitability,*

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create customer segmentation, automate and improve data reporting, and more
Create professional-looking and business-centric visuals and dashboards
Open the lid on the black box of AI and learn about and implement supervised and unsupervised machine learning models
Who this book is for
This book is for beginners who work with data and those who need to know how to interpret their business/customer data. The book also

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covers the high-level concepts of data workflows, machine learning, data storytelling, and visualizations, which are useful for managers. No previous math, statistics, or computer science knowledge is required.

This book constitutes the refereed proceedings of the 17th International Conference on Data Warehousing and Knowledge Discovery, DaWaK 2015, held in Valencia, Spain, September 2015. The 31 revised full papers presented were

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carefully reviewed and selected from 90 submissions. The papers are organized in topical sections similarity measure and clustering; data mining; social computing; heterogeneous networks and data; data warehouses; stream processing; applications of big data analysis; and big data.

R for Data Science

Large-Scale Data Analytics

Data Science and Predictive Analytics

Using SMART Big Data, Analytics and

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Metrics To Make Better Decisions and Improve Performance

Data Mining, Machine Learning and Data Science for Practitioners

Analyze and present data to make informed decisions without writing any code

Analytics

Inform your own analyses by seeing how one of the best data analysts in the world approaches analytics problems
Analytics Stories: How to Make Good Things Happen is a thoughtful, incisive, and entertaining exploration of the

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application of analytics to real-world problems and situations. Covering fields as diverse as sports, finance, politics, healthcare, and business, Analytics Stories bridges the gap between the oft inscrutable world of data analytics and the concrete problems it solves.

Distinguished professor and author Wayne L. Winston answers questions like: Was Liverpool over Barcelona the greatest upset in sports history? Was Derek Jeter a great infielder What's wrong with the NFL QB rating? How did Madoff keep his fund going? Does a mutual fund's past performance predict future performance? What caused the Crash of 2008? Can we predict where crimes are likely to occur? Is the lot of the American worker improving?

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How can analytics save the US Republic? The birth of evidence-based medicine: How did James Lind know citrus fruits cured scurvy? How can I objectively compare hospitals? How can we predict heart attacks in real time? How does a retail store know if you're pregnant? How can I use A/B testing to improve sales from my website? How can analytics help me write a hit song? Perfect for anyone with the word "analyst" in their job title, *Analytics Stories* illuminates the process of applying analytic principles to practical problems and highlights the potential pitfalls that await careless analysts.

The abundance of data and the rise of new quantitative and statistical techniques have created a promising area:

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data analytics. This combination of a culture of data-driven decision making and techniques to include domain knowledge allows organizations to exploit big data analytics in their evaluation and decision processes. Also, in education and learning, big data analytics is being used to enhance the learning process, to evaluate efficiency, to improve feedback, and to enrich the learning experience. As every step a student takes in the online world can be traced, analyzed, and used, there are plenty of opportunities to improve the learning process of students. First, data analytics techniques can be used to enhance the student's learning process by providing real-time feedback, or by enriching the learning experience.

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Second, data analytics can be used to support the instructor or teacher. Using data analytics, the instructor can better trace, and take targeted actions to improve, the learning process of the student. Third, there are possibilities in using data analytics to measure the performance of instructors. Finally, for policy makers, it is often unclear how schools use their available resources to "produce" outcomes. By combining structured and unstructured data from various sources, data analytics might provide a solution for governments that aim to monitor the performance of schools more closely. Data analytics in education should not be the domain of a single discipline. Economists should discuss the possibilities,

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issues, and normative questions with a multidisciplinary team of pedagogists, philosophers, computer scientists, and sociologists. By bringing together various disciplines, a more comprehensive answer can be formulated to the challenges ahead. This book starts this discussion by highlighting some economic perspectives on the use of data analytics in education. The book begins a rich, multidisciplinary discussion that may make data analytics in education seem as natural as a teacher in front of a classroom.

SO MANY PEOPLE DREAM OF BECOMING THEIR OWN BOSS OR SUCCEEDING IN THEIR CHOSEN PROFESSION, AND WITH THE RESOURCES

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AVAILABLE TODAY, MORE ENTREPRENEURS AND PROFESSIONALS ARE ACHIEVING GREAT SUCCESS! HOWEVER, SUCCESS SHOULD BE DEFINED FOR THE LONG TERM, AND AS OPPORTUNITIES START TO GROW, SO DOES THE COMPETITION. Getting your business up and running or starting on your career path is one thing, but have a sustainable business or career is completely another. Many people make the mistake of making plans but having no follow-through. This is where analytics comes in. Don't you wish to have the power to know what your target consumers are thinking? Won't you want to have a preview of what future trends to expect in the market you

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are in? Well, this book is just the one you need. This book will teach you, in simple and easy-to-understand terms, how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time.

Big Data Analytics Made Easy is a must-read for everybody as it explains the power of Analytics in a simple and logical way along with an end to end code in R. Even if you are a novice in Big Data Analytics, you will still be able to understand the concepts explained in this book. If you are already working in Analytics and dealing with Big Data, you will still find this book useful, as it covers exhaustive Data Mining Techniques, which are considered

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to be Advanced topics. It covers Machine Learning concepts and provides in-depth knowledge on unsupervised as well as supervised Learning, which is very important for decision-making. The toughest Data Analytics concepts are made simpler, It features examples from all the domains so that the reader gets connected to the book easily. This book is like a personal trainer that will help you master the Art of Data Science.

Convert the promise of big data into real world results

There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious.

But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set

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you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how

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companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Big Data Analytics: A Management Perspective

Head First Data Analysis

Big Data Analytics

Big Data Analytics Made Easy

Data Science for Business

Interactive Visual Data Analysis

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Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data

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science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available from the book ' s page at Wiley which you can find on the Wiley site by searching for the ISBN 9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

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In the age of big data, being able to make sense of data is an important key to success. Interactive Visual Data Analysis advocates the synthesis of visualization, interaction, and automatic computation to facilitate insight generation and knowledge crystallization from large and complex data. The book provides a systematic and comprehensive overview of visual, interactive, and analytical methods. It introduces criteria for designing interactive visual data analysis solutions, discusses factors influencing the design, and examines the involved processes. The reader is

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made familiar with the basics of visual encoding and gets to know numerous visualization techniques for multivariate data, temporal data, geo-spatial data, and graph data. A dedicated chapter introduces general concepts for interacting with visualizations and illustrates how modern interaction technology can facilitate the visual data analysis in many ways. Addressing today ' s large and complex data, the book covers relevant automatic analytical computations to support the visual data analysis. The book also sheds light on advanced concepts for visualization in multi-display environments, user

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guidance during the data analysis, and progressive visual data analysis. The authors present a top-down perspective on interactive visual data analysis with a focus on concise and clean terminology. Many real-world examples and rich illustrations make the book accessible to a broad interdisciplinary audience from students, to experts in the field, to practitioners in data-intensive application domains. Features: Dedicated to the synthesis of visual, interactive, and analysis methods Systematic top-down view on visualization, interaction, and automatic analysis Broad coverage of fundamental

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and advanced visualization techniques

Comprehensive chapter on interacting with visual representations
Extensive integration of automatic computational methods
Accessible portrayal of cutting-edge visual analytics technology
Foreword by Jack van Wijk
For more information, you can also visit the author website, where the book's figures are made available under the CC BY Open Access license.

Large data sets arriving at every increasing speeds require a new set of efficient data analysis techniques. Data analytics are becoming an essential

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component for every organization and technologies such as health care, financial trading, Internet of Things, Smart Cities or Cyber Physical Systems. However, these diverse application domains give rise to new research challenges. In this context, the book provides a broad picture on the concepts, techniques, applications, and open research directions in this area. In addition, it serves as a single source of reference for acquiring the knowledge on emerging Big Data Analytics technologies.

This edited book collects state-of-the-art research

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related to large-scale data analytics that has been accomplished over the last few years. This is among the first books devoted to this important area based on contributions from diverse scientific areas such as databases, data mining, supercomputing, hardware architecture, data visualization, statistics, and privacy. There is increasing need for new approaches and technologies that can analyze and synthesize very large amounts of data, in the order of petabytes, that are generated by massively distributed data sources. This requires new distributed architectures for data analysis.

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Additionally, the heterogeneity of such sources imposes significant challenges for the efficient analysis of the data under numerous constraints, including consistent data integration, data homogenization and scaling, privacy and security preservation. The authors also broaden reader understanding of emerging real-world applications in domains such as customer behavior modeling, graph mining, telecommunications, cyber-security, and social network analysis, all of which impose extra requirements for large-scale data analysis. Large-Scale Data Analytics is organized in 8

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chapters, each providing a survey of an important direction of large-scale data analytics or individual results of the emerging research in the field. The book presents key recent research that will help shape the future of large-scale data analytics, leading the way to the design of new approaches and technologies that can analyze and synthesize very large amounts of heterogeneous data. Students, researchers, professionals and practitioners will find this book an authoritative and comprehensive resource.

In order to carry out data analytics, we need

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powerful and flexible computing software. However the software available for data analytics is often proprietary and can be expensive. This book reviews Apache tools, which are open source and easy to use. After providing an overview of the background of data analytics, covering the different types of analysis and the basics of using Hadoop as a tool, it focuses on different Hadoop ecosystem tools, like Apache Flume, Apache Spark, Apache Storm, Apache Hive, R, and Python, which can be used for different types of analysis. It then examines the different machine learning techniques that are useful for data

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analytics, and how to visualize data with different graphs and charts. Presenting data analytics from a practice-oriented viewpoint, the book discusses useful tools and approaches for data analytics, supported by concrete code examples. The book is a valuable reference resource for graduate students and professionals in related fields, and is also of interest to general readers with an understanding of data analytics.

Fundamentals of Machine Learning for Predictive Data Analytics, second edition

Techniques in healthcare computing using machine

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learning and Python

Effective Methods for Presenting Results

17th International Conference, DaWaK 2015,

Valencia, Spain, September 1-4, 2015, Proceedings

Data Science For Dummies

Data Strategy

Straight Talk from the Frontline

“This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining.” Dr. Edi

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Shivaji, Des Moines, Iowa “As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter.” -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a

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college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

"This book describes the process of analyzing data. The authors have extensive experience both managing data analysts and conducting their own data analyses, and this book is a distillation of their experience in a format that is applicable to both practitioners and managers in data science."--Leanpub.com.

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Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities. Reveals big data

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analytics as the next wave for businesses looking for competitive advantage Takes an in-depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, Big Data Analytics shows how you can leverage big data into a key component in your business's growth strategy.

Data science is a multi-disciplinary field that uses

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scientific methods, processes, algorithms, and systems to extract knowledge and insights from structured (labeled) and unstructured (unlabeled) data. It is the future of Artificial Intelligence (AI) and a necessity of the future to make things easier and more productive. In simple terms, data science is the discovery of data or uncovering hidden patterns (such as complex behaviors, trends, and inferences) from data. Moreover, Big Data analytics/data analytics are the analysis mechanisms used in data science by data scientists. Several tools, such as Hadoop, R, etc., are used to analyze this large amount of data to

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predict valuable information and for decision-making. Note that structured data can be easily analyzed by efficient (available) business intelligence tools, while most of the data (80% of data by 2020) is in an unstructured form that requires advanced analytics tools. But while analyzing this data, we face several concerns, such as complexity, scalability, privacy leaks, and trust issues. Data science helps us to extract meaningful information or insights from unstructured or complex or large amounts of data (available or stored virtually in the cloud). Data Science and Data Analytics: Opportunities and

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Challenges covers all possible areas, applications with arising serious concerns, and challenges in this emerging field in detail with a comparative analysis/taxonomy. FEATURES Gives the concept of data science, tools, and algorithms that exist for many useful applications Provides many challenges and opportunities in data science and data analytics that help researchers to identify research gaps or problems Identifies many areas and uses of data science in the smart era Applies data science to agriculture, healthcare, graph mining, education, security, etc. Academicians, data scientists, and stockbrokers from

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industry/business will find this book useful for designing optimal strategies to enhance their firm's productivity.

This textbook provides future data analysts with the tools, methods, and skills needed to answer data-focused, real-life questions; to carry out data analysis; and to visualize and interpret results to support better decisions in business, economics, and public policy. Data wrangling and exploration, regression analysis, machine learning, and causal analysis are comprehensively covered, as well as when, why, and how the methods work, and how they relate to each other. As the most effective

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way to communicate data analysis, running case studies play a central role in this textbook. Each case starts with an industry-relevant question and answers it by using real-world data and applying the tools and methods covered in the textbook. Learning is then consolidated by 360 practice questions and 120 data exercises. Extensive online resources, including raw and cleaned data and codes for all analysis in Stata, R, and Python, can be found at www.gabors-data-analysis.com. Data Wrangling with Pandas, NumPy, and IPython Data Analytics for Beginners Healthcare Analytics Made Simple

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A Hands-On Approach for Application Development

Analytics Stories

Predictive Analytics

Discovering, Analyzing, Visualizing and Presenting Data

BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field **Big Data Analytics for Internet of Things** delivers a comprehensive overview of all

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aspects of big data analytics in Internet of Things (IoT) systems. The book includes discussions of the enabling technologies of IoT data analytics, types of IoT data analytics, challenges in IoT data analytics, demand for IoT data analytics, computing platforms, analytical tools, privacy, and security. The distinguished editors have included resources that address key techniques in the analysis of IoT data. The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs

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for IoT systems. With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals, Big Data Analytics for Internet of Things also offers readers: A thorough introduction to the Internet of Things, including IoT architectures, enabling technologies, and applications An exploration of the intersection between the Internet of Things and Big Data, including IoT as a source of Big Data, the unique characteristics of IoT data, etc. A discussion of the IoT data analytics, including the data

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analytical requirements of IoT data and the types of IoT analytics, including predictive, descriptive, and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals, industry practitioners, and researchers engaged in big data analytics related to IoT systems, Big Data Analytics for Internet of Things will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies.

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Learn the basics of analytics on big data using Java, machine learning and other big data tools
About This Book Acquire real-world set of tools for building enterprise level data science applications Surpasses the barrier of other languages in data science and learn create useful object-oriented codes Extensive use of Java compliant big data tools like apache spark, Hadoop, etc. Who This Book Is For This book is for Java developers who are looking to perform data analysis in production environment. Those who wish to implement

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data analysis in their Big data applications will find this book helpful. What You Will Learn Start from simple analytic tasks on big data Get into more complex tasks with predictive analytics on big data using machine learning Learn real time analytic tasks Understand the concepts with examples and case studies Prepare and refine data for analysis Create charts in order to understand the data See various real-world datasets In Detail This book covers case studies such as sentiment analysis on a tweet dataset, recommendations on a

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movielens dataset, customer segmentation on an ecommerce dataset, and graph analysis on actual flights dataset. This book is an end-to-end guide to implement analytics on big data with Java. Java is the de facto language for major big data environments, including Hadoop. This book will teach you how to perform analytics on big data with production-friendly Java. This book basically divided into two sections. The first part is an introduction that will help the readers get acquainted with big data environments, whereas the second part

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will contain a hardcore discussion on all the concepts in analytics on big data. It will take you from data analysis and data visualization to the core concepts and advantages of machine learning, real-life usage of regression and classification using Naive Bayes, a deep discussion on the concepts of clustering, and a review of simple neural networks on big data using deepLearning4j or plain Java Spark code. This book is a must-have book for Java developers who want to start learning big data analytics and want to use it in the real world.

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Style and approach The approach of book is to deliver practical learning modules in manageable content. Each chapter is a self-contained unit of a concept in big data analytics. Book will step by step builds the competency in the area of big data analytics. Examples using real world case studies to give ideas of real applications and how to use the techniques mentioned. The examples and case studies will be shown using both theory and code. Make informed decisions using data analytics, machine learning, and data visualizations Key

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Features: Take raw data and transform it to add value to your organization Learn the art of telling stories with your data to engage with your audience Apply machine learning algorithms to your data with a few clicks of a button Book Description: Data analytics has become a necessity in modern business, and skills such as data visualization, machine learning, and digital storytelling are now essential in every field. If you want to make sense of your data and add value with informed decisions, this is the book for you. Data

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Analytics Made Easy is an accessible guide to help you start analyzing data and quickly apply these skills to your work. It focuses on how to generate insights from your data at the click of a few buttons, using the popular tools KNIME and Microsoft Power BI. The book introduces the concepts of data analytics and shows you how to get your data ready and apply ML algorithms. Implement a full predictive analytics solution with KNIME and assess its level of accuracy. Create impressive visualizations with Microsoft Power BI and learn the greatest

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secret in successful analytics - how to tell a story with your data. You'll connect the dots on the various stages of the data-to-insights process and gain an overview of alternative tools, including Tableau and H2O Driverless AI. By the end of this book, you will have learned how to implement machine learning algorithms and sell the results to your customers without writing a line of code. What You Will Learn: Understand the potential of data and its impact on any business Influence business decisions with effective data storytelling when delivering

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insights Use KNIME to import, clean, transform, combine data feeds, and automate recurring workflows Learn the basics of machine learning and AutoML to add value to your organization Build, test, and validate simple supervised and unsupervised machine learning models with KNIME Use Power BI and Tableau to build professional-looking and business-centric visuals and dashboards Who this book is for: Whether you are working with data experts or want to find insights in your business' data, you'll find this book an effective

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way to add analytics to your skill stack. No previous math, statistics, or computer science knowledge is required.

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA

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course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You ' ll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company ' s data science projects. You ' ll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in

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your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you ' re to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

The second edition of a comprehensive introduction to machine learning approaches

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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.

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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.

Network Data Analytics

A Beginner's Guide to Learn and Master Data

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Analytics

Healthcare Data Analytics

Biomedical and Health Applications using R

Mathematical Foundations of Big Data Analytics

Big Data Analytics and Knowledge Discovery

Python for Data Analysis

In Predictive Analytics: Data Mining, Machine Learning and Data Science for Practitioners, Dr. Dursun Delen illuminates state-of-the-art best practices for predictive analytics for students. Using predictive analytics techniques, students can uncover hidden

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patterns and correlations in their data, and leverage this insight to improve a wide range of business decisions. Delen's holistic approach covers all this, and more: Data mining processes, methods, and techniques The role and management of data Predictive analytics tools and metrics Techniques for text and web mining, and for sentiment analysis Integration with cutting-edge Big Data approaches Throughout, Delen promotes understanding by presenting numerous conceptual illustrations, motivational success

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stories, failed projects that teach important lessons, and simple, hands-on tutorials that set this guide apart from competitors.

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive. Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to

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identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability,

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Data Strategy will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things. If you are convinced that the world today is producing more data than the previous decades, then you understand that processing yesterday's data for today's use at times is not enough. The level of data analysis that is needed in highly competitive business environment needs to be processed, analyzed and used immediately for businesses to be ahead of their competition. Having this in

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mind, you need to understand from the ground up, what data is, the different types of data and how you should identify the right data for your business. To help you understand the simple basics of data and how it needs to be analyzed, then Data Analytics for Beginners is the book that you have been waiting for. The size and type of business you are running doesn't matter because after all, it will depend on your ability to understand the data that your business is exposed to so as to make better business decisions for the

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current working environment and the future. Are there patterns in your business that you cannot see? Do you want to make sense of the shopping trends of your clients to better enrich their experience? Do you want to know your target market even more? Do you want to better derive insights from the feedback your clients give you? These questions can only be answered when you perform a data analysis for your business. Collecting the data is one thing, analyzing them is another matter entirely as it is not something that can be

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done haphazardly by just looking at the data. If you hope to understand your data well, you need to understand the data you are collecting, the methods to use and the right tools to use when analyzing the data. Inside you will find valuable steps and tools that will help make your information work for you. Do not let yourself get complacent, stop looking at the data that you collect each day and start analyzing your data to move your business up. Get started by buying this book today! Inside you will find How data should be understood?

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Terms and concepts used in data analysis. Data mining and the different kinds of databases used to store data. How information can be retrieved and manipulated in the database to create a visual representation of what you want to know? The life cycle of data analysis. And more... A guide for data managers and analyzers shares guidelines for identifying patterns, predicting future outcomes, and presenting findings to others; drawing on current research in cognitive science and learning

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theory while covering such additional topics as assessing data quality, handling ambiguous information, and organizing data within market groups. Original.

Data Analytics Made Easy
Use Machine Learning and Data Storytelling in Your Work Without Writing Any Code
What You Need to Know about Data Mining and Data-Analytic Thinking

Data Science and Data Analytics
Big Data

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Import, Tidy, Transform, Visualize, and Model Data

Data Science and Big Data Analytics

The Art of Data Science

Data analytics is increasingly becoming a key element in shaping a company's business strategy. Today, data influences every decision made by an organization, and this is driving the wide-scale adoption of data analytics, including machine learning technologies and artificial intelligence solutions. The heightened focus is propelling a surge in data analytics spending,

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reflected in various studies conducted by leading market research firms. The field of data analytics offers some amazing salaries and is not only the hottest IT job, but it is also one of the best-paying jobs in the world. This guide aims at providing the readers with everything they need to know about the data analytics field, basic terminologies, key concepts, real-life use cases, skills you must master in order to scale up your career, and training and certifications you might need to reach your dream job. Over the past decade, Big Data have become

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ubiquitous in all economic sectors, scientific disciplines, and human activities. They have led to striking technological advances, affecting all human experiences. Our ability to manage, understand, interrogate, and interpret such extremely large, multisource, heterogeneous, incomplete, multiscale, and incongruent data has not kept pace with the rapid increase of the volume, complexity and proliferation of the deluge of digital information. There are three reasons for this shortfall. First, the volume of data is increasing much faster than the

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corresponding rise of our computational processing power (Kryder's law > Moore's law). Second, traditional discipline-bounds inhibit expeditious progress. Third, our education and training activities have fallen behind the accelerated trend of scientific, information, and communication advances. There are very few rigorous instructional resources, interactive learning materials, and dynamic training environments that support active data science learning. The textbook balances the mathematical foundations with dexterous

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demonstrations and examples of data, tools, modules and workflows that serve as pillars for the urgently needed bridge to close that supply and demand predictive analytic skills gap.

Exposing the enormous opportunities presented by the tsunami of Big data, this textbook aims to identify specific knowledge gaps, educational barriers, and workforce readiness deficiencies.

Specifically, it focuses on the development of a transdisciplinary curriculum integrating modern computational methods, advanced data science techniques, innovative biomedical applications,

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and impactful health analytics. The content of this graduate-level textbook fills a substantial gap in integrating modern engineering concepts, computational algorithms, mathematical optimization, statistical computing and biomedical inference. Big data analytic techniques and predictive scientific methods demand broad transdisciplinary knowledge, appeal to an extremely wide spectrum of readers/learners, and provide incredible opportunities for engagement throughout the academy, industry, regulatory and funding

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agencies. The two examples below demonstrate the powerful need for scientific knowledge, computational abilities, interdisciplinary expertise, and modern technologies necessary to achieve desired outcomes (improving human health and optimizing future return on investment). This can only be achieved by appropriately trained teams of researchers who can develop robust decision support systems using modern techniques and effective end-to-end protocols, like the ones described in this textbook. • A geriatric neurologist is examining a

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patient complaining of gait imbalance and posture instability. To determine if the patient may suffer from Parkinson's disease, the physician acquires clinical, cognitive, phenotypic, imaging, and genetics data (Big Data). Most clinics and healthcare centers are not equipped with skilled data analytic teams that can wrangle, harmonize and interpret such complex datasets. A learner that completes a course of study using this textbook will have the competency and ability to manage the data, generate a protocol for deriving biomarkers, and

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provide an actionable decision support system. The results of this protocol will help the physician understand the entire patient dataset and assist in making a holistic evidence-based, data-driven, clinical diagnosis. • To improve the return on investment for their shareholders, a healthcare manufacturer needs to forecast the demand for their product subject to environmental, demographic, economic, and bio-social sentiment data (Big Data). The organization's data-analytics team is tasked with developing a protocol that identifies, aggregates,

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harmonizes, models and analyzes these heterogeneous data elements to generate a trend forecast. This system needs to provide an automated, adaptive, scalable, and reliable prediction of the optimal investment, e.g., R&D allocation, that maximizes the company's bottom line. A reader that complete a course of study using this textbook will be able to ingest the observed structured and unstructured data, mathematically represent the data as a computable object, apply appropriate model-based and model-free prediction techniques. The

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results of these techniques may be used to forecast the expected relation between the company's investment, product supply, general demand of healthcare (providers and patients), and estimate the return on initial investments. Data Analytics: A Small Data Approach is suitable for an introductory data analytics course to help students understand some main statistical learning models. It has many small datasets to guide students to work out pencil solutions of the models and then compare with results obtained from established R packages.

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Also, as data science practice is a process that should be told as a story, in this book there are many course materials about exploratory data analysis, residual analysis, and flowcharts to develop and validate models and data pipelines. The main models covered in this book include linear regression, logistic regression, tree models and random forests, ensemble learning, sparse learning, principal component analysis, kernel methods including the support vector machine and kernel regression, and deep learning. Each chapter introduces two or three

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techniques. For each technique, the book highlights the intuition and rationale first, then shows how mathematics is used to articulate the intuition and formulate the learning problem. R is used to implement the techniques on both simulated and real-world dataset. Python code is also available at the book's website:

<http://dataanalyticsbook.info>.

If you are a manager who receives the results of any data analyst's work to help with your decision-making, this book is for you. Anyone playing a role in the field of analytics can benefit

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from this book as well. In the two decades the editors of this book spent teaching and consulting in the field of analytics, they noticed a critical shortcoming in the communication abilities of many analytics professionals. Specifically, analysts have difficulty in articulating in business terms what their analyses showed and what actionable recommendations were made. When analysts made presentations, they tended to lapse into the technicalities of mathematical procedures, rather than focusing on the strategic and tactical

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impact and meaning of their work. As analytics has become more mainstream and widespread in organizations, this problem has grown more acute. Data Analytics: Effective Methods for Presenting Results tackles this issue. The editors have used their experience as presenters and audience members who have become lost during presentation. Over the years, they experimented with different ways of presenting analytics work to make a more compelling case to top managers. They have discovered tried and true methods for improving presentations, which

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they share. The book also presents insights from other analysts and managers who share their own experiences. It is truly a collection of experiences and insight from academics and professionals involved with analytics. The book is not a primer on how to draw the most beautiful charts and graphs or about how to perform any specific kind of analysis. Rather, it shares the experiences of professionals in various industries about how they present their analytics results effectively. They tell their stories on how to win over audiences. The book spans multiple

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functional areas within a business, and in some cases, it discusses how to adapt presentations to the needs of audiences at different levels of management.

This book is a comprehensive introduction to the methods and algorithms of modern data analytics. It provides a sound mathematical basis, discusses advantages and drawbacks of different approaches, and enables the reader to design and implement data analytics solutions for real-world applications. This book has been used for more than ten years in the Data Mining

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course at the Technical University of Munich. Much of the content is based on the results of industrial research and development projects at Siemens.

How to Profit from a World of Big Data, Analytics and the Internet of Things

Data Analytics Made Easy

Concepts, Techniques, and Applications

Models and Algorithms for Intelligent Data Analysis

A Beginner's Guide

Doing Data Science

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Algorithms, Worked Examples, and Case Studies

In this textbook, basic mathematical models used in Big Data Analytics are presented and application-oriented references to relevant practical issues are made. Necessary mathematical tools are examined and applied to current problems of data analysis, such as brand loyalty, portfolio selection, credit investigation, quality control, product clustering, asset pricing etc. - mainly in an economic context. In addition, we discuss interdisciplinary applications to biology, linguistics, sociology, electrical engineering, computer science and artificial intelligence. For the models, we make use of a wide range of mathematics - from basic disciplines of numerical linear algebra, statistics and optimization to more specialized

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game, graph and even complexity theories. By doing so, we cover all relevant techniques commonly used in Big Data Analytics. Each chapter starts with a concrete practical problem whose primary aim is to motivate the study of a particular Big Data Analytics technique. Next, mathematical results follow - including important definitions, auxiliary statements and conclusions arising. Case-studies help to deepen the acquired knowledge by applying it in an interdisciplinary context. Exercises serve to improve understanding of the underlying theory. Complete solutions for exercises can be consulted by the interested reader at the end of the textbook; for some which have to be solved numerically, we provide descriptions of algorithms in Python code as supplementary

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material. This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.

A Small Data Approach

Data Analytics Applications in Education

Data Science, Data Analysis and Predictive Analytics for Business

A Learner's Guide to Big Numbers, Statistics, and Good Decisions

Data Analytics Basics

Data Analytics

Business Intelligence and Data Mining