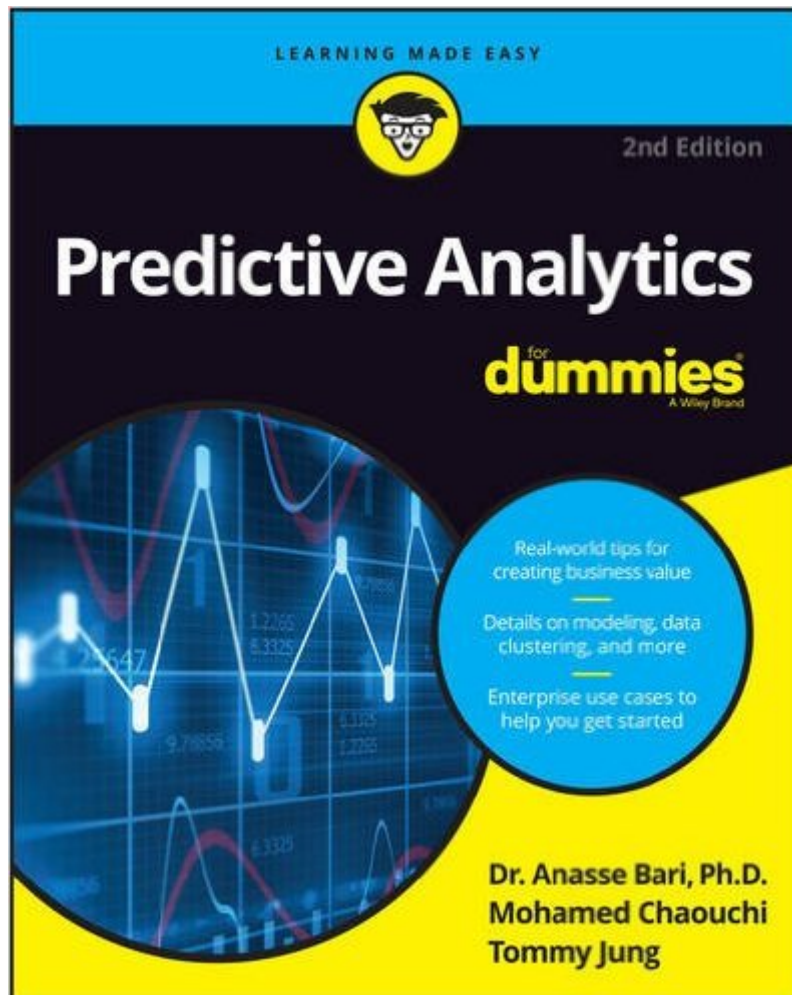


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# Predictive Analytics For Dummies



## Synopsis

Real-world tips for creating business value Details on modeling, data clustering, and more  
Enterprise use cases to help you get started Learn to predict the future! Business today relies on effectively using data to predict trends and sales. Predictive analytics is the tool that can make it happen, and this book eliminates the tricks and shows you how to use it. You'll learn to prepare and process your data, create goals, build a predictive model, get your organization's stakeholders on board, and more. Inside â | How to start a project Identifying data types Modeling tips Working with algorithms How data clustering works How data classification works How deep learning works Advice on presentations Step-by-step predictive modeling

## Book Information

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