Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R (Hardback)

By Thomas W. Miller

Pearson Education (US), United States, 2013. Hardback. Book Condition: New. 238 x 186 mm. Language: English . Brand New Book. Today, successful firms compete and win based on analytics. Modeling Techniques in Predictive Analytics brings together all the concepts, techniques, and R code you need to excel in any role involving analytics. Thomas W. Miller s unique balanced approach combines business context and quantitative tools, appealing to managers, analysts, programmers, and students alike. Miller addresses multiple business challenges and business cases, including segmentation, brand positioning, product choice modeling, pricing research, finance, sports, text analytics, sentiment analysis, and social network analysis. He illuminates the use of cross-sectional data, time series, spatial, and even spatio-temporal data. For each problem, Miller explains why the problem matters, what data is relevant, how to explore your data once you ve identified it, and then how to successfully model that data. You ll learn how to model data conceptually, with words and figures; and then how to model it with realistic R programs that deliver actionable insights and knowledge. Miller walks you through model construction, explanatory variable subset selection, and validation, demonstrating best practices for improving out-of-sample predictive performance. He employs data visualization and statistical graphics...

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