



Applied Predictive Modeling: An Overview of Applied Predictive Modeling (Paperback)

By Steven Taylor

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Applied Predictive Modeling Predictive modeling uses statistics in order to predict outcomes. However, predictive modeling can be applied to future and to any other kind of unknown event, regardless of when it happened. When it comes to the applications of predictive modeling, techniques are used in various fields including algorithmic trading, uplift modeling, archaeology, health care, customer relationship management and many others. This book covers the predictive modeling process with fundamental steps of the process, data preprocessing, data splitting and crucial steps of model tuning and improving model performance. Further, the book will introduce you to the most common classification and regression techniques including logistic regression which is widely used when it comes to the finding the probability of event success or event failure. You will get to know the common predictive modeling techniques as well such as stepwise regression, polynomial regression and ridge regression which will help you when you are dealing with the data that suffers from very common multicollinearity where independent variables are highly correlated. The text then provides fundamental steps to effective predictive modeling. In the second chapter,...



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