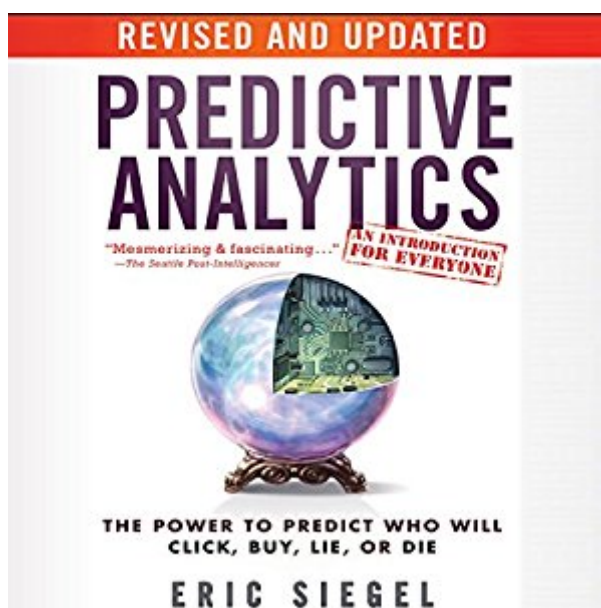The book was found

Predictive Analytics: The Power To Predict Who Will Click, Buy, Lie, Or Die, Revised And Updated

Synopsis

In this rich, fascinating, and surprisingly accessible introduction, leading expert Eric Siegel reveals how predictive analytics works and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay listeners and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: Predicting human behavior combats risk, boosts sales, fortifies health care, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive Analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction - now in its revised and updated edition - former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction. How does predictive analytics work? This jam-packed audiobook satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing careers in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it - or consumed by it - get a handle on the power of Predictive Analytics.

Book Information

Audible Audio Edition

Listening Length: 11 hoursÃ Â andÃ Â 6 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Gildan Media, LLC

Audible.com Release Date: May 11, 2017

Language: English

ASIN: B072F9RWZW

Best Sellers Rank: #15 in Â Books > Business & Money > Economics > Econometrics #16 in Â Books > Business & Money > Management & Leadership > Planning & Forecasting #63 in Â Books > Business & Money > Marketing & Sales > Consumer Behavior

Customer Reviews

Eric Siegel is telling it all regarding predictive analytics. He suggests people are having their behavior examined and collected by corporations, political think tanks, etc. Great read!

As a professional with extensive operations & development background I wish I could have read this book when I began my journey into Data Science. I am someone who has used and built traditional business intelligence tools over the last fifteen years this book is fantastic at framing how Predictive Analytics is being used and for what specific business benefits.The book is intentionally not filled with math formulas (which may turn off some) but it focuses more on use cases of how the businesses around you are leveraging the data they already collect through daily operations. It's about how they are gaining a better insight into where their efforts are best spent to maximize their return on investment or capitalize on a previously masked rich subset of their existing customer base.If you're looking for a technical breakdown of how these algorithms work or are applied there are dozens of other books that Eric recommends as followup (referenced in probably the best notes section of any book I've ever seen).If you want a taste of the kind of information that you'll find in the book you should look on the Predictive Analytic World website for his keynote speech he did in Boston last year. It's a great book overview and convinced me to purchase the book.-Greg

Fantastic book! Great concepts about business analytics that can be applied in the field.

BUY, BUY, BUY. This book is an excellent nontechnical introduction to predictive analytics. I recently entered this industry,with curiosity but without a strong data science background. This book was very helpful in getting me started. Moreover, the authoris accessible! He answers his e-mails, promptly. His book is rich with both humor and insightful examples.For generalists who want to understand the business applications of predictive analytics, this book is a must read.Brooks E., controller, Nervana Systems (Deep Learning platform technology)

This book is a great resource for all aspects and uses of predictive analytics. It was one of my first

introductions into the field and inspired me to take a Data Science course and expand my knowledge of the industry. I enjoyed reading the book because it expanded my imagination of the applications of PA.The author even responded to my email!

I am currently an Ed.D. doctoral candidate, researching my dissertation on Predictive Analytics related to Recruitment and Retention in Massive Open Online Courses (MOOCs). I enjoyed the book immensely as it served to provoke analysis of possible uses in other industries that may be applied to MOOC construction. At the same time, it was clear and concise enough to benefit the novice consumer who is just starting out and trying to understand how predictive analytics function.

This is a great book on the Topic. What are you going to learn. Predictive analytics, which represents a data mining or statistical solution derived from techniques and algorithms that can be used with unstructured or structured data to arrive at outcomes, has been in use for some time. Indeed, the discipline has been in use with structured data for several decades. However, the visibility and subsequent market adoption of the discipline have increased significantly in recent years as computer power has increased. Processing memory and speed have increased at exponential rates, and this novel fact has been reported on by the media. For example, TIME magazine reported that the typical smartphone in 2012 had greater computing power than all the computers it took to send Apollo 11 to the moon in 1969. Furthermore, the cost of computing power has decreased as quickly as the speed and memory capabilities have increased. This revolution in computing capability has put predictive analytics in reach of mainstream business, as a predictive model can produce outcomes in minutes rather than days. In the past, businesses could not afford the computing power necessary to gather and interpret data that changed continuously in real time. This lack of cost effective options presented obstacles to integrating the output of a predictive model into the business process. Now, with the price per CPU decreasing and the computer power increasing, predictive analytics has become a practical, even necessary tool, for most organizations. Hope this helps, overall a great book, Eric Siegel great book we should talk sometime..:)

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die is a must read for anyone and everyone, technical and non-technical, that is serious about wanting to improve their business. It explains the amazing potential and power of predictive analytics in a truly enlightening, entertaining, and witty fashion. Fern Halper, the Director of TDWI Research, said in a recent article, ÃƒÂ¢Ã â ¬Ã Å"predictive analytics is a technology whose time has finally comeÃƒÂ¢Ã â ¬Ã Å•.

This book takes a giant leap in making that statement true by taking us from 0 to 60 mph about what PA is and how it works and by providing a plethora of dramatic examples of how this technology has already been successfully used in a wide variety of industries. My favorite witticism in the book is: ÃƒÂ¢Ã â ¬Ã Å"The elephant in the room is that there is no elephant in the room.ÃƒÂ¢Ã â ¬Ã Â• What a great way to help us put big data into perspective!Jerry SabudaPresident, Sabuda Technology Solutions LLCPittsburgh PA

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Revised and Updated Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Click Click Click!: Photography for Children Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) A Barnyard Collection: Click, Clack, Moo and More (A Click, Clack Book) Click, Clack, Moo: Cows That Type (A Click, Clack Book) Practical Predictive Analytics and Decisioning Systems for Medicine: Informatics Accuracy and Cost-Effectiveness for Healthcare Administration and Delivery Including Medical Research Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business Series) Survey of Big Data Analysis Using Predictive Analytics Algorithms and Its Use Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies (MIT Press) Predictive Analytics For Dummies The Power of People: Learn How Successful Organizations Use Workforce Analytics To Improve Business Performance (FT Press Analytics) Lie Groups, Lie Algebras, and Representations: An Elementary Introduction (Graduate Texts in Mathematics) Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right Ã¢â ¬â œ Accelerate Growth and Close More Sales (Data Analytics Book Series) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics)

Contact Us

DMCA

Privacy

FAQ & Help