

Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning Ft Press Analytics

Eventually, you will no question discover a additional experience and achievement by spending more cash. still when? accomplish you acknowledge that you require to acquire those every needs taking into consideration having significantly cash? Why dont you attempt to acquire something basic in the beginning? Thats something that will guide you to understand even more with reference to the globe, experience, some places, as soon as history, amusement, and a lot more?

It is your certainly own get older to proceed reviewing habit. along with guides you could enjoy now is **Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning Ft Press Analytics** below.

Retail Marketing and Branding - Jesko Perrey 2013-01-02
Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewers with recent experiences * Additional chapters

Python for Data Analysis - Wes McKinney 2017-09-25
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 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 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

Analytics, Data Science, and Artificial Intelligence - Ramesh Sharda 2020-03-06
For courses in decision support systems, computerized decision-making tools, and management support systems. Market-leading guide to modern analytics, for better business decisions Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support is the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques, and software used to design and develop these systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT.

The Basic Principles of People Analytics - Erik Van Vulpen 2019-05-08
People analytics (also known as HR analytics) is revolutionizing Human Resource Management. Get ready for the future of HR and discover how you can leverage the power of data to drive better outcomes for your business and employees. We set out to write an inspiring book for (HR) professionals, managers, and directors who want to get a feel for the scope of HR analytics and learn how it can help both the employees and the business. In this book, we combined our experiences with lots of inspiring examples. It's concise, easy to read and teaches you all the basic principles of people analytics. After reading this book, you will: - have a solid understanding of what HR analytics is - know the difference between HR analytics and HR reporting - have a clear picture of the scope and the added value of HR analytics - understand the capabilities needed to build an HR analytics team - have plenty of ideas for applying HR analytics to your

organization - know which pitfalls to avoid to prevent failure Who should read this book? If you're new to HR analytics and want to learn all the basics without having to plow through pages full of jargon, this book is for you. It's concise and easy to read, especially for people without a background in statistics or IT. Also if you're not working in human resource management yet and want to explore this exciting new field, this book provides you the foundation you are looking If you already have a career in HR analytics and are looking for in-depth knowledge and information, this book is NOT for you. It's definitely interesting and inspiring for those who have already started but don't expect in-depth (statistical) information.

Patterns, Predictions, and Actions: Foundations of Machine Learning - Moritz Hardt 2022-08-23
An authoritative, up-to-date graduate textbook on machine learning that highlights its historical context and societal impacts Patterns, Predictions, and Actions introduces graduate students to the essentials of machine learning while offering invaluable perspective on its history and social implications. Beginning with the foundations of decision making, Moritz Hardt and Benjamin Recht explain how representation, optimization, and generalization are the constituents of supervised learning. They go on to provide self-contained discussions of causality, the practice of causal inference, sequential decision making, and reinforcement learning, equipping readers with the concepts and tools they need to assess the consequences that may arise from acting on statistical decisions. Provides a modern introduction to machine learning, showing how data patterns support predictions and consequential actions Pays special attention to societal impacts and fairness in decision making Traces the development of machine learning from its origins to today Features a novel chapter on machine learning benchmarks and datasets Invites readers from all backgrounds, requiring some experience with probability, calculus, and linear algebra An essential textbook for students and a guide for researchers

An Introduction to Statistical Learning - Gareth James 2013-06-24
An Introduction to Statistical Learning provides an accessible overview of the field of statistical learning, an essential toolset for making sense of the vast and complex data sets that have emerged in fields ranging from biology to finance to marketing to astrophysics in the past twenty years. This book presents some of the most important modeling and prediction techniques, along with relevant applications. Topics include linear regression, classification, resampling methods, shrinkage approaches, tree-based methods, support vector machines, clustering, and more. Color graphics and real-world examples are used to illustrate the methods presented. Since the goal of this textbook is to facilitate the use of these statistical learning techniques by practitioners in science, industry, and other fields, each chapter contains a tutorial on implementing the analyses and methods presented in R, an extremely popular open source statistical software platform. Two of the authors co-wrote The Elements of Statistical Learning (Hastie, Tibshirani and Friedman, 2nd edition 2009), a popular reference book for statistics and machine learning researchers. An Introduction to Statistical Learning covers many of the same topics, but at a level accessible to a much broader audience. This book is targeted at statisticians and non-statisticians alike who wish to use cutting-edge statistical learning

techniques to analyze their data. The text assumes only a previous course in linear regression and no knowledge of matrix algebra.

Mathematical Statistics and Data Analysis - John A. Rice 2006-04-28

This is the first text in a generation to re-examine the purpose of the mathematical statistics course. The book's approach interweaves traditional topics with data analysis and reflects the use of the computer with close ties to the practice of statistics. The author stresses analysis of data, examines real problems with real data, and motivates the theory. The book's descriptive statistics, graphical displays, and realistic applications stand in strong contrast to traditional texts that are set in abstract settings. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles of Marketing - Gary M. Armstrong 2018

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Sharing Clinical Trial Data - Institute of Medicine 2015-04-20

Data sharing can accelerate new discoveries by avoiding duplicative trials, stimulating new ideas for research, and enabling the maximal scientific knowledge and benefits to be gained from the efforts of clinical trial participants and investigators. At the same time, sharing clinical trial data presents risks, burdens, and challenges. These include the need to protect the privacy and honor the consent of clinical trial participants; safeguard the legitimate economic interests of sponsors; and guard against invalid secondary analyses, which could undermine trust in clinical trials or otherwise harm public health. Sharing Clinical Trial Data presents activities and strategies for the responsible sharing of clinical trial data. With the goal of increasing scientific knowledge to lead to better therapies for patients, this book identifies guiding principles and makes recommendations to maximize the benefits and minimize risks. This report offers guidance on the types of clinical trial data available at different points in the process, the points in the process at which each type of data should be shared, methods for sharing data, what groups should have access to data, and future knowledge and infrastructure needs. Responsible sharing of clinical trial data will allow other investigators to replicate published findings and carry out additional analyses, strengthen the evidence base for regulatory and clinical decisions, and increase the scientific knowledge gained from investments by the funders of clinical trials. The recommendations of Sharing Clinical Trial Data will be useful both now and well into the future as improved sharing of data leads to a stronger evidence base for treatment. This book will be of interest to stakeholders across the spectrum of research--from funders, to researchers, to journals, to physicians, and ultimately, to patients.

Global Trends 2040 - National Intelligence Council 2021-03

"The ongoing COVID-19 pandemic marks the most significant, singular global disruption since World War II, with health, economic, political, and security implications that will ripple for years to come." - Global Trends 2040 (2021) Global Trends 2040-A More Contested World (2021), released by the US National Intelligence Council, is the latest report in its series of reports starting in 1997 about megatrends and the world's future. This report, strongly influenced by the COVID-19 pandemic, paints a bleak picture of the future and describes a contested, fragmented and turbulent world. It specifically discusses the four main trends that will shape tomorrow's world: - Demographics-by 2040, 1.4 billion people will be added mostly in Africa

and South Asia. - Economics-increased government debt and concentrated economic power will escalate problems for the poor and middleclass. - Climate-a hotter world will increase water, food, and health insecurity. - Technology-the emergence of new technologies could both solve and cause problems for human life. Students of trends, policymakers, entrepreneurs, academics, journalists and anyone eager for a glimpse into the next decades, will find this report, with colored graphs, essential reading.

Marketing Metrics - Paul Farris 2015-08-21

Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition now contains: Important new coverage of intangible assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and "digital" metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An up-to-date survey of free metrics available from Google and elsewhere Expanded coverage of methodologies for quantifying marketing ROI The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs - and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning - and optimize every marketing decision you make. Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

Key Business Analytics - Bernard Marr 2016-02-10

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis techniques within the following categories: Financial analytics - cashflow, profitability, sales forecasts Market analytics - market size, market trends, marketing channels Customer analytics - customer lifetime values, social media, customer needs Employee analytics - capacity, performance, leadership Operational analytics - supply chains, competencies, environmental impact Bare business analytics - sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

An Introduction to Categorical Data Analysis - Alan Agresti 2018-10-11

A valuable new edition of a standard reference The use of statistical methods for categorical data has increased dramatically, particularly for applications in the biomedical and social sciences. An Introduction to Categorical Data Analysis, Third Edition summarizes these methods and shows readers how to use them using software. Readers will find a unified generalized linear models approach that connects logistic regression and loglinear models for discrete data with normal regression for continuous data. Adding to the value in the new edition is: • Illustrations of the use of R software to perform all the analyses in the book • A new chapter on alternative methods for categorical data, including smoothing and regularization methods (such as the lasso), classification methods such as linear discriminant analysis and classification trees, and cluster analysis • New sections in many chapters introducing the Bayesian approach for the methods of

that chapter • More than 70 analyses of data sets to illustrate application of the methods, and about 200 exercises, many containing other data sets • An appendix showing how to use SAS, Stata, and SPSS, and an appendix with short solutions to most odd-numbered exercises Written in an applied, nontechnical style, this book illustrates the methods using a wide variety of real data, including medical clinical trials, environmental questions, drug use by teenagers, horseshoe crab mating, basketball shooting, correlates of happiness, and much more. An Introduction to Categorical Data Analysis, Third Edition is an invaluable tool for statisticians and biostatisticians as well as methodologists in the social and behavioral sciences, medicine and public health, marketing, education, and the biological and agricultural sciences.

The Startup Owner's Manual - Steve Blank 2020-03-17
More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Data Analytics and Management - Ashish Khanna 2021-01-04
This book includes original unpublished contributions presented at the International Conference on Data Analytics and Management (ICDAM 2020), held at Jan Wzykowski University, Poland, during June 2020. The book covers the topics in data analytics, data management, big data, computational intelligence, and communication networks. The book presents innovative work by leading academics, researchers, and experts from industry which is useful for young researchers and students.

Marketing Analytics - Rajkumar Venkatesan 2021-01-12
The authors of the pioneering Cutting-Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics: Essential Tools for Data-Driven Decisions, which updates and expands on the earlier book as we enter the 2020s. As they illustrate, big data analytics is the engine that drives marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, allowing readers invaluable real-world instruction. The cases show how to identify relevant data, choose the best analytics technique, and question the link between marketing plans and customer behavior. Dealing with actual scenarios sheds light on the most pressing marketing questions, such as setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful resource to the marketing professional, and this book illustrates how to fully harness that power to effectively maximize marketing efforts.

Computational Intelligence in Business Analytics - Les Sztandera 2014

Using computational intelligence methods, you can drive far more value from business analytics, and account far more effectively for the real-world uncertainties and complexities you face in making key decisions. Whether you're a professional or a student, this up-to-date, accessible reference will teach you the computational intelligence concepts and methods you need to fully leverage these powerful techniques. Drawing on his pioneering experience as an instructor and researcher,

Dr. Les Sztandera thoroughly illuminates today's key computational intelligence tools, knowledge, and strategies for analysis, exploration, and knowledge generation. Sztandera demystifies artificial neural networks, genetic algorithms, and fuzzy systems, and guides you through using them to model, discover, and interpret new patterns that can't be found through statistical methods alone. To demonstrate these techniques at work, Computational Intelligence in Business Analytics is packed with relevant case studies and examples, including: Customer segmentation for direct marketing Customer profiling for relationship management Efficient mailing campaigns Customer retention Identification of cross-selling opportunities Credit score analysis Detection of fraudulent behavior and transactions Hedge fund strategies Sztandera shows how computational intelligence can inform the design and integration of services, architecture, brand identity, and product portfolio across the entire enterprise. He also shows how to complement computational intelligence with visualization, explorative interfaces and advanced reporting, thereby empowering business users and enterprise stakeholders to take full advantage of it.

Marketing Metrics - Paul W. Farris 2006-04-18
Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In Marketing Metrics, four leading researchers and consultants systematically introduce today's most powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and profits; products and portfolios; customer profitability; sales forces and channels; pricing strategies; and more. You'll learn how and when to apply each metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators, identifying crucial new opportunities and challenges. For clarity and simplicity all calculations can be performed by hand, or with basic spreadsheet techniques. In coming years, few marketers will rise to senior executive levels without deep fluency in marketing metrics. This book is the fastest, easiest way to gain that fluency.

Marketing Metrics - Neil T. Bendle 2020-08-23
Your Definitive, Up-to-Date Guide to Marketing Metrics-- Choosing Them, Implementing Them, Applying Them This award-winning guide will help you accurately quantify the performance of all your marketing investments, increase marketing ROI, and grow profits. Four renowned experts help you apply today's best practices for assessing everything from brand equity to social media, email performance, and rich media interaction. This updated edition shows how to measure costly sponsorships, explores links between marketing and financial metrics for current and aspiring C-suite decision-makers; presents better ways to measure omnichannel marketing activities; and includes a new section on accountability and standardization in marketing measurement. As in their best-selling previous editions, the authors present pros, cons, and practical guidance for every technique they cover. Measure promotions, advertising, distribution, customer perceptions, competitor power, margins, pricing, product portfolios, salesforces, and more Apply web, online, social, and mobile metrics more effectively Build models to optimize planning and decision-making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution, and use new online distribution metrics Evaluate marketing's impact on a publicly traded firm's financial objectives Whatever your marketing role, Marketing Metrics will help you choose the right metrics for every task--and capture data that is valid, reliable, and actionable.

The Definitive Guide to Marketing Analytics and Metrics (Collection) - Cesar Brea 2014-08-18
A brand new collection introducing today's most powerful strategies and techniques for measuring and optimizing marketing... 3 authoritative books, now in a convenient e-format, at a great price! 3 authoritative Books help you measure, analyze, and optimize every marketing investment you'll ever make Measuring and optimize your

marketing investments is more crucial than ever. But, with an explosion in channels and complexity, it's also more challenging than ever. Fortunately, marketing metrics and analytics have taken giant leaps forward in recent years: techniques now exist for accurately quantifying performance and applying what you learn to improve it. In this unique 3 Book package, world-class experts present these new approaches, and show how to profit from them. In *Marketing and Sales Analytics*, leading consultant Cesar A. Brea examines the experiences of 15 leaders who've built high-value analytics capabilities in multiple industries. Then, building on what they've learned, he presents a complete blueprint for succeeding with marketing analytics. You'll learn how to evaluate "ecosystemic" conditions for success, frame the right questions, and organize your people, data, and operating infrastructure to answer them. Brea helps you overcome key challenges ranging from governance to overcoming hidden biases. Along the way, he also offers specific guidance on crucial decisions such as "buy vs. build?", "centralize or decentralize?", and "hire generalists or specialists?" Next, in *Cutting Edge Marketing Analytics*, three pioneering experts introduce today's most valuable marketing analytics methods and tools, and offer a best-practice methodology for successful implementation. They augment this knowledge with hands on case studies, guiding you through solving key problems in resource allocation, segmentation, pricing, campaign management, firm valuation, and digital marketing strategy. All case studies are accompanied by real data used by the protagonists to make decisions. As you practice, you'll gain a deeper understanding of the value of marketing analytics, learn to integrate quantitative analysis with managerial sensibilities, master core statistical tools, and discover how to avoid crucial pitfalls. Finally, in the award-winning *Marketing Metrics, Second Edition*, Paul W. Farris and his colleagues show how to choose the right metrics for every marketing challenge. You'll learn how to use dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for promotional strategy, advertising, distribution, customer perceptions, market share, competitors' power, margins, pricing, products and portfolios, customer profitability, sales forces, channels, and more. This extensively updated edition introduces innovative metrics ranging from Net Promoter to social media and brand equity measurement, and shows how to build comprehensive models to optimize every marketing decision you make. If you need to measure and improve marketing performance, this 3-book package will be your most valuable resource. From world-renowned business sustainability experts Cesar A. Brea, Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein

Introducing Data Science - Davy Cielen 2016-05-02

Summary *Introducing Data Science* teaches you how to accomplish the fundamental tasks that occupy data scientists. Using the Python language and common Python libraries, you'll experience firsthand the challenges of dealing with data at scale and gain a solid foundation in data science. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Technology Many companies need developers with data science skills to work on projects ranging from social media marketing to machine learning. Discovering what you need to learn to begin a career as a data scientist can seem bewildering. This book is designed to help you get started. About the Book *Introducing Data Science* *Introducing Data Science* explains vital data science concepts and teaches you how to accomplish the fundamental tasks that occupy data scientists. You'll explore data visualization, graph databases, the use of NoSQL, and the data science process. You'll use the Python language and common Python libraries as you experience firsthand the challenges of dealing with data at scale. Discover how Python allows you to gain insights from data sets so big that they need to be stored on multiple machines, or from data moving so quickly that no single machine can handle it. This book gives you hands-on experience with the most popular Python data science libraries, Scikit-learn and StatsModels. After reading this book, you'll have the solid foundation you need to start a career in data science. What's Inside Handling large data Introduction to machine learning Using Python to work

with data Writing data science algorithms About the Reader This book assumes you're comfortable reading code in Python or a similar language, such as C, Ruby, or JavaScript. No prior experience with data science is required. About the Authors Davy Cielen, Arno D. B. Meysman, and Mohamed Ali are the founders and managing partners of Optimately and Maiton, where they focus on developing data science projects and solutions in various sectors. Table of Contents Data science in a big data world The data science process Machine learning Handling large data on a single computer First steps in big data Join the NoSQL movement The rise of graph databases Text mining and text analytics Data visualization to the end user

Educational Research - L R Gay 2015-10-08

A leader in *Introduction to Educational Research* courses, *Educational Research: Competencies for Analysis and Applications*, ninth edition, remains a practical text focused on the skills and procedures students need in order to become competent consumers and producers of educational research. The accessible writing style and light, humorous tone of this book helps to demystify and enliven this demanding course. The text uses a direct, step-by-step approach to the research process. Tasks are included throughout the text to guide students through the process of creating their own research report. Published research articles are now included in every research methods chapter to provide students with illustrations of exemplary qualitative and quantitative research. Key changes in the ninth edition include an expanded coverage of qualitative research through a new chapter on Case Study Research (Chapter 17), a new chapter on Survey Research (Chapter 7), an increased emphasis on ethical considerations in the conduct of educational research (Chapter 1), and significant updates to Descriptive Statistics (Chapter 12) and Inferential Statistics (Chapter 13) that increase the coverage of how to use technology in the research process."

Data Science and Big Data Analytics - EMC Education Services 2015-01-05

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 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!

Social Media Marketing - Dave Evans 2010-09-16

How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are "what's next." Written by the author of the bestselling *Social Media Marketing: An Hour a Day* in collaboration with Jake McKee, *Social Media Marketing: The Next Generation of Business Engagement* takes marketers, product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety of tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to

accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social dots more deeply across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing: Collaborative, social technology is now moving across the organization, into business functions ranging from HR and legal to product management and the supply chain. Social Media Marketing: The Next Generation of Business Engagement is the perfect book for marketers, business unit managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.

Machine Learning Refined - Jeremy Watt 2016-09-08

Providing a unique approach to machine learning, this text contains fresh and intuitive, yet rigorous, descriptions of all fundamental concepts necessary to conduct research, build products, tinker, and play. By prioritizing geometric intuition, algorithmic thinking, and practical real world applications in disciplines including computer vision, natural language processing, economics, neuroscience, recommender systems, physics, and biology, this text provides readers with both a lucid understanding of foundational material as well as the practical tools needed to solve real-world problems. With in-depth Python and MATLAB/OCTAVE-based computational exercises and a complete treatment of cutting edge numerical optimization techniques, this is an essential resource for students and an ideal reference for researchers and practitioners working in machine learning, computer science, electrical engineering, signal processing, and numerical optimization.

Data Science for Marketing Analytics - Mirza Rahim Baig 2021-09-07

Turbocharge your marketing plans by making the leap from simple descriptive statistics in Excel to sophisticated predictive analytics with the Python programming language Key Features Use data analytics and machine learning in a sales and marketing context Gain insights from data to make better business decisions Build your experience and confidence with realistic hands-on practice Book Description Unleash the power of data to reach your marketing goals with this practical guide to data science for business. This book will help you get started on your journey to becoming a master of marketing analytics with Python. You'll work with relevant datasets and build your practical skills by tackling engaging exercises and activities that simulate real-world market analysis projects. You'll learn to think like a data scientist, build your problem-solving skills, and discover how to look at data in new ways to deliver business insights and make intelligent data-driven decisions. As well as learning how to clean, explore, and visualize data, you'll implement machine learning algorithms and build models to make predictions. As you work through the book, you'll use Python tools to analyze sales, visualize advertising data, predict revenue, address customer churn, and implement customer segmentation to understand behavior. By the end of this book, you'll have the knowledge, skills, and confidence to implement data science and machine learning techniques to better understand your marketing data and improve your decision-making. What you will learn Load, clean, and explore sales and marketing data using pandas Form and test hypotheses using real data sets and analytics tools Visualize patterns in customer behavior using Matplotlib Use advanced machine learning models like random forest and SVM Use various unsupervised learning algorithms for customer segmentation Use supervised learning techniques for sales prediction Evaluate and compare different models to get the best outcomes Optimize models with hyperparameter tuning and SMOTE Who this book is for This marketing book is for anyone who wants to learn how to use Python for cutting-edge marketing analytics. Whether you're a developer who wants to move into marketing, or a marketing analyst who wants to learn more sophisticated tools and techniques, this book will get you on the right path. Basic prior knowledge of Python and experience working with data will help you access this book more easily.

Cutting-edge Marketing Analytics - Rajkumar Venkatesan 2015

This is today's most complete and practical guide to modern marketing analytics methods and tools. Through real case studies, you'll learn how to connect marketing inputs to customer behavior, use predictive models to develop forward-looking, what-if scenarios, and effectively apply analytics to strategic decision making in marketing. Covering the three core areas of marketing analytics - statistical analysis, experiments, and managerial intuition - the book is organized to help you apply the right analytics processes to each strategic marketing question. For each challenge, the authors fully describe the needed methodology, illuminating it with case studies that show the appropriate quantitative and data analysis tools at work. Each chapter mirrors a module within a typical masters-level Marketing Analytics course. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic marketing decisions As you proceed, you'll gain an in-depth understanding of: The importance of marketing analytics for forward-looking and systematic allocation of marketing resources How to integrate quantitative analysis with managerial sensibility How to conduct strategic marketing data analysis via linear regression, logistic regression, cluster analysis, and Anova models The role of careful experimental design in marketing analytics and resource allocation Each chapter contains technical notes that provide the statistical knowledge you'll need to conduct the analysis, paired with case studies of real companies addressing marketing issues, and real data you can use to apply the concepts and perform the analysis yourself.

A Hands-On Introduction to Data Science - Chirag Shah 2020-04-02

An introductory textbook offering a low barrier entry to data science; the hands-on approach will appeal to students from a range of disciplines.

Applied Business Analytics - Nathaniel Lin 2014-12-12

Bridge the gap between analytics and execution, and actually translate analytics into better business decision-making! Now that you've collected data and crunched numbers, Applied Business Analytics reveals how to fully apply the information and knowledge you've gleaned from quants and tech teams. Nathaniel Lin explains why "analytics value chains" often break due to organizational and cultural issues, and offers "in the trenches" guidance for overcoming these obstacles. You'll discover why a special breed of "analytics deciders" is indispensable for any organization that seeks to compete on analytics... how to become one of those deciders... and how to identify, foster, support, empower, and reward others to join you. Lin draws on actual cases and examples from his own experience, augmenting them with hands-on examples and exercises to integrate analytics at all levels: from top-level business questions to low-level technical details. Along the way, you'll learn how to bring together analytics team members with widely diverse goals, knowledge, and backgrounds. Coverage includes: How analytical and conventional decision making differ - and the challenging implications How to determine who your analytics deciders are, and ought to be Proven best practices for actually applying analytics to decision-making How to optimize your use of analytics as an analyst, manager, executive, or C-level officer Applied Business Analytics will be invaluable to wide audiences of professionals, decision-makers, and consultants involved in analytics, including Chief Analytics Officers, Chief Data Officers, Chief Scientists, Chief Marketing Officers, Chief Risk Officers, Chief Strategy Officers, VPs of Analytics and/or Big Data, data scientists, business strategists, and line of business executives. It will also be exceptionally useful to students of analytics in any graduate, undergraduate, or certificate program, including candidates for INFORMS certification.

The AI Marketing Canvas - Raj Venkatesan 2021-05-18

This book offers a direct, actionable plan CMOs can use to map out initiatives that are properly sequenced and designed for success—regardless of where their marketing organization is in the process. The authors pose the following critical questions to marketers: (1) How should modern marketers be thinking about artificial

intelligence and machine learning? and (2) How should marketers be developing a strategy and plan to implement AI into their marketing toolkit? The opening chapters provide marketing leaders with an overview of what exactly AI is and how is it different than traditional computer science approaches. Venkatesan and Lecinski, then, propose a best-practice, five-stage framework for implementing what they term the "AI Marketing Canvas." Their approach is based on research and interviews they conducted with leading marketers, and offers many tangible examples of what brands are doing at each stage of the AI Marketing Canvas. By way of guidance, Venkatesan and Lecinski provide examples of brands—including Google, Lyft, Ancestry.com, and Coca-Cola—that have successfully woven AI into their marketing strategies. The book concludes with a discussion of important implications for marketing leaders—for your team and culture.

Data Mining for Business Intelligence - Galit Shmueli
2006-12-11

Learn how to develop models for classification, prediction, and customer segmentation with the help of Data Mining for Business Intelligence In today's world, businesses are becoming more capable of accessing their ideal consumers, and an understanding of data mining contributes to this success. Data Mining for Business Intelligence, which was developed from a course taught at the Massachusetts Institute of Technology's Sloan School of Management, and the University of Maryland's Smith School of Business, uses real data and actual cases to illustrate the applicability of data mining intelligence to the development of successful business models. Featuring XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition, students and practitioners of data mining techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples are provided to motivate learning and understanding. Data Mining for Business Intelligence: Provides both a theoretical and practical understanding of the key methods of classification, prediction, reduction, exploration, and affinity analysis Features a business decision-making context for these key methods Illustrates the application and interpretation of these methods using real business cases and data This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions.

Machine Learning and AI for Healthcare - Arjun Panesar
2019-02-04

Explore the theory and practical applications of artificial intelligence (AI) and machine learning in healthcare. This book offers a guided tour of machine learning algorithms, architecture design, and applications of learning in healthcare and big data challenges. You'll discover the ethical implications of healthcare data analytics and the future of AI in population and patient health optimization. You'll also create a machine learning model, evaluate performance and operationalize its outcomes within your organization. Machine Learning and AI for Healthcare provides techniques on how to apply machine learning within your organization and evaluate the efficacy, suitability, and efficiency of AI applications. These are illustrated through leading case studies, including how chronic disease is being redefined through patient-led data learning and the Internet of Things. What You'll Learn Gain a deeper understanding of key machine learning algorithms and their use and implementation within wider healthcare Implement machine learning systems, such as speech recognition and enhanced deep learning/AI Select learning methods/algorithms and tuning for use in healthcare Recognize and prepare for the future of artificial intelligence in healthcare through best practices, feedback loops and intelligent agents Who This Book Is For Health care professionals interested in how machine learning can be used to develop health intelligence - with the aim of improving patient health, population health and facilitating significant care-payer cost savings.

Marketing Analytics - Mike Grigsby 2018-04-03

Who is most likely to buy and what is the best way to target them? How can businesses improve strategy without identifying the key influencing factors? The second

edition of Marketing Analytics enables marketers and business analysts to leverage predictive techniques to measure and improve marketing performance. By exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and data segmentation, to testing campaign effectiveness, pricing structures and forecasting demand, this book offers a welcome handbook on how statistics, consumer analytics and modelling can be put to optimal use. The fully revised second edition of Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models such as tobit analysis for customer lifetime value into everyday use. Whether an experienced practitioner or having no prior knowledge, methodologies are simplified to ensure the more complex aspects of data and analytics are fully accessible for any level of application. Complete with downloadable data sets and test bank resources, this book supplies a concrete foundation to optimize marketing analytics for day-to-day business advantage.

Real-world Data Mining - Dursun Delen 2015

As business becomes increasingly complex and global, decision-makers must act more rapidly and accurately, based on the best available evidence. Modern data mining and analytics is indispensable for doing this. Real-World Data Mining demystifies current best practices, showing how to use data mining and analytics to uncover hidden patterns and correlations, and leverage these to improve all business decision-making. Drawing on extensive experience as a researcher, practitioner, and instructor, Dr. Dursun Delen delivers an optimal balance of concepts, techniques and applications. Without compromising either simplicity or clarity, Delen provides enough technical depth to help readers truly understand how data mining technologies work. Coverage includes: data mining processes, methods, and techniques; the role and management of data; tools and metrics; text and web mining; sentiment analysis; and integration with cutting-edge Big Data approaches. Throughout, Delen's conceptual coverage is complemented with application case studies (examples of both successes and failures), as well as simple, hands-on tutorials.

AI and education - Miao, Fengchun 2021-04-08

Artificial Intelligence (AI) has the potential to address some of the biggest challenges in education today, innovate teaching and learning practices, and ultimately accelerate the progress towards SDG 4. However, these rapid technological developments inevitably bring multiple risks and challenges, which have so far outpaced policy debates and regulatory frameworks. This publication offers guidance for policy-makers on how best to leverage the opportunities and address the risks, presented by the growing connection between AI and education. It starts with the essentials of AI: definitions, techniques and technologies. It continues with a detailed analysis of the emerging trends and implications of AI for teaching and learning, including how we can ensure the ethical, inclusive and equitable use of AI in education, how education can prepare humans to live and work with AI, and how AI can be applied to enhance education. It finally introduces the challenges of harnessing AI to achieve SDG 4 and offers concrete actionable recommendations for policy-makers to plan policies and programmes for local contexts. [Publisher summary, ed]

Marketing Analytics - Mike Grigsby 2015-06-03

Who is most likely to buy and what is the best way to target them? Marketing Analytics enables marketers and business analysts to answer these questions by leveraging proven methodologies to measure and improve upon the effectiveness of marketing programs. Marketing Analytics demonstrates how statistics, analytics and modeling can be put to optimal use to increase the effectiveness of every day marketing activities, from targeted list creation and data segmentation to testing campaign effectiveness and forecasting demand. The author explores many common marketing challenges and demonstrates how to apply different data models to arrive at viable solutions. Business cases and critical analysis are included to illustrate and reinforce key concepts throughout. Beginners will benefit from clear, jargon-free explanations of methodologies relating to

statistics, marketing strategy and consumer behaviour. More experienced practitioners will appreciate the more complex aspects of data analytics and data modeling, discovering new applications of various techniques in every day practice. Readers of Marketing Analytics will come away with a firm foundation in markets analytics and the tools they need to gain competitive edge and increase market share. Online supporting resources for this book include a bank of test questions as well as data sets relating to many of the chapters.

Feature Engineering for Machine Learning - Alice Zheng
2018-03-23

Feature engineering is a crucial step in the machine-learning pipeline, yet this topic is rarely examined on its own. With this practical book, you'll learn techniques for extracting and transforming features—the numeric representations of raw data—into formats for machine-learning models. Each chapter guides you through a single data problem, such as how to represent text or image data. Together, these examples illustrate the main principles of feature engineering. Rather than simply teach these principles, authors Alice Zheng and Amanda Casari focus on practical application with exercises throughout the book. The closing chapter brings everything together by tackling a real-world, structured dataset with several feature-engineering techniques. Python packages including numpy, Pandas, Scikit-learn, and Matplotlib are used in code examples. You'll examine: Feature engineering for numeric data: filtering, binning, scaling, log transforms, and power transforms Natural text techniques: bag-of-words, n-grams, and phrase detection Frequency-based filtering and feature scaling for eliminating uninformative features Encoding techniques of categorical variables, including feature hashing and bin-counting Model-based feature engineering with principal component analysis The concept of model stacking, using k-means as a featurization technique Image feature extraction with manual and deep-learning techniques

Sports Performance Measurement and Analytics - Lorena Martin
2016-02-03

A PRACTICAL, REAL-WORLD GUIDE TO ANALYTICS FOR THE 5 MAJOR SPORTS: FOOTBALL, BASKETBALL, BASEBALL, SOCCER, AND TENNIS GAIN A COMPETITIVE EDGE! This is the first real-world guide to building and using analytical models for measuring and assessing performance in the five major sports: football, basketball, baseball, soccer, and tennis. Unlike books that focus strictly on theory, this book brings together sports measurement and statistical analyses, demonstrating how to examine differences across sports as well as between player positions. This book will provide you with the tools for cutting-edge approaches you can extend to the sport of your choice. Expert Northwestern University data scientist, UC San Diego researcher, and competitive athlete, Lorena Martin shows how to use measures and apply statistical models to evaluate players, reduce injuries, and improve sports performance. You'll learn how to leverage a deep understanding of each sport's principles, rules, attributes, measures, and performance outcomes. *Sports Performance Measurement and Analytics* will be an indispensable resource for anyone who wants to bring analytical rigor to athletic competition: students, professors, analysts, fans, physiologists, coaches, managers, and sports executives alike. All data sets, extensive code, and additional examples are available for download at <http://www.ftpress.com/martin/> What are the qualities a person must have to become a world-class athlete? This question and many more can be answered through research, measurement, statistics, and analytics. This book gives athletes, trainers, coaches, and managers a better understanding of measurement and analytics as they relate to sports performance. To develop accurate measures, we need to know what we want to measure and why. There is great power in accurate measures and statistics. Research findings can show us how to prevent injuries, evaluate strengths and weaknesses, improve team cohesion, and optimize sports performance. This book serves many readers. People involved with sports will gain an appreciation for

performance measures and analytics. People involved with analytics will gain new insights into quantified values representing physical, physiological, and psychological components of sports performance. And students eager to learn about sports analytics will have a practical introduction to the field. This is a thorough introduction to performance measurement and analytics for five of the world's leading sports. The only book of its kind, it offers a complete overview of the most important concepts, rules, measurements, and statistics for each sport, while demonstrating applications of real-world analytics. You'll find practical, state-of-the-art guidance on predicting future outcomes, evaluating an athlete's market value, and more.

The Fourth Industrial Revolution - Klaus Schwab
2017-01-03

World-renowned economist Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, explains that we have an opportunity to shape the fourth industrial revolution, which will fundamentally alter how we live and work. Schwab argues that this revolution is different in scale, scope and complexity from any that have come before. Characterized by a range of new technologies that are fusing the physical, digital and biological worlds, the developments are affecting all disciplines, economies, industries and governments, and even challenging ideas about what it means to be human. Artificial intelligence is already all around us, from supercomputers, drones and virtual assistants to 3D printing, DNA sequencing, smart thermostats, wearable sensors and microchips smaller than a grain of sand. But this is just the beginning: nanomaterials 200 times stronger than steel and a million times thinner than a strand of hair and the first transplant of a 3D printed liver are already in development. Imagine "smart factories" in which global systems of manufacturing are coordinated virtually, or implantable mobile phones made of biosynthetic materials. The fourth industrial revolution, says Schwab, is more significant, and its ramifications more profound, than in any prior period of human history. He outlines the key technologies driving this revolution and discusses the major impacts expected on government, business, civil society and individuals. Schwab also offers bold ideas on how to harness these changes and shape a better future—one in which technology empowers people rather than replaces them; progress serves society rather than disrupts it; and in which innovators respect moral and ethical boundaries rather than cross them. We all have the opportunity to contribute to developing new frameworks that advance progress.

Whatever Happened to Thrift? - Ronald T. Wilcox
2008-10-01

It is no secret that Americans save very little: every economic index confirms as much. But to solve the real mystery, we must ask the questions, Why? What are the effects on our economy? and What can be done about it? In this thoroughly researched and thought-provoking book, Ronald T. Wilcox clearly describes not only how the savings crisis adversely influences personal lifestyles over the long term but also how it can undermine our national wealth and standard of living. Wilcox cogently explains that savings are essential to fuel our nations economic growth, whether its putting money in the bank or in the form of direct loans to the government as savings bonds, for example. And, he presents unambiguous facts showing that a high proportion of current wage earners simply will not have enough money for self-support during retirement and that the government safety nets for income and health can no longer be counted on. Most important, Wilcox examines the many rational and irrational reasons behind individuals failures to put money away, what third parties such as corporations and government can do to help, and the steps people can take today to help themselves. The book is an attempt to reinvent thrift in the United States, to find practical ways to help people consume less and save more now so that we can be a richer people in the future and a more prosperous nation. It is a must-read for every corporate executive, policy maker, and concerned citizen.