

Analytics in a Big Data World. The Essential Guide to Data Science and its Applications. Wiley and SAS Business Series

Description: Praise for Analytics in a Big Data World: The Essential Guide to Data Science and its Applications

Just by continuously exploiting masses of data, companies like Google, Facebook, Uber, Waze, Zillow, etc. have been able to shake up traditional operating models and industries. Putting the required effort and investment in collecting and exploiting new sets of data is simply a must for competitive advantage. The good news is that today, thanks to the rapidly evolving field of technology, we can collect, store and analyze any type of data at lower cost and faster than ever. With this book, the author provides a unique blend of research and business insights into data science and/or analytics, making it a must read for anyone using these technologies to gain sustainable strategic leverage!

Sabine Everaet, Europe CIO, The Coca-Cola Company

Technology companies today, such as eBay, Amazon, and Facebook, touch large volumes of users and generate massive amounts of data, from transactional to behavioral. An understanding of how to extract value from these massive datasets is critical for all of these companies' ability to compete for customers. Building upon his profound business expertise and knowledge, the author describes the real-world application of varied data science and analytical techniques that would serve as an excellent guide for analytics professionals as they attempt to use the insights residing in the stores of company data to drive decision-making in their organizations.

Steve Metz, Senior Director, Global Customer Experience Finance/Analytics & Collections, eBay

Turn Big Data into Big Opportunities

Where do we start? More and more businesses are asking this question as the need to strategically manage data intensifies. Analytics in a Big Data World addresses the seemingly Herculean task of coming to grips with multiple channels of data and sculpting them into quantifiable value. This book is for business professionals who want a focused, practical approach to big data analytics. Analytics researcher Bart Baesens focuses on case studies, real-world application, and steps for implementation, using theory and mathematical formulas only when necessary.

The number of strategic applications for big data is constantly expanding. Analytics in a Big Data World provides an approach to data that can be used in customer relationship management, social media, risk management, and beyond. Past behavior can predict future trends so that you can react more effectively. Learn how to begin describing and predicting customers' complex behavioral patterns, and find out how to apply your analysis in ways that have been proven to add value and target the bottom line.

Big data sets are assets that can be leveraged quickly and inexpensively. As the science of analytics penetrates every industry in every sector, businesses that fail to use their data assets wisely could fall behind the competition. The flood of new information available to businesses has changed the rules of identifying new business opportunities. Analytics in a Big Data World will help you harness the innovations in data science and address the challenges involved in taming big data.

Contents: Preface xiii

Acknowledgments xv

Chapter 1 Big Data and Analytics 1

Example Applications 2

Basic Nomenclature 4

Analytics Process Model 4

Job Profiles Involved	6
Analytics	7
Analytical Model Requirements	9
Notes	10
Chapter 2 Data Collection, Sampling, and Preprocessing	13
Types of Data Sources	13
Sampling	15
Types of Data Elements	17
Visual Data Exploration and Exploratory Statistical Analysis	17
Missing Values	19
Outlier Detection and Treatment	20
Standardizing Data	24
Categorization	24
Weights of Evidence Coding	28
Variable Selection	29
Segmentation	32
Notes	33
Chapter 3 Predictive Analytics	35
Target Definition	35
Linear Regression	38
Logistic Regression	39
Decision Trees	42
Neural Networks	48
Support Vector Machines	58
Ensemble Methods	64
Multiclass Classification Techniques	67
Evaluating Predictive Models	71
Notes	84
Chapter 4 Descriptive Analytics	87
Association Rules	87
Sequence Rules	94
Segmentation	95

Notes 104

Chapter 5 Survival Analysis 105

Survival Analysis Measurements 106

Kaplan Meier Analysis 109

Parametric Survival Analysis 111

Proportional Hazards Regression 114

Extensions of Survival Analysis Models 116

Evaluating Survival Analysis Models 117

Notes 117

Chapter 6 Social Network Analytics 119

Social Network Definitions 119

Social Network Metrics 121

Social Network Learning 123

Relational Neighbor Classifier 124

Probabilistic Relational Neighbor Classifier 125

Relational Logistic Regression 126

Collective Inferencing 128

Egonets 129

Bigraphs 130

Notes 132

Chapter 7 Analytics: Putting It All to Work 133

Backtesting Analytical Models 134

Benchmarking 146

Data Quality 149

Software 153

Privacy 155

Model Design and Documentation 158

Corporate Governance 159

Notes 159

Chapter 8 Example Applications 161

Credit Risk Modeling 161

Fraud Detection 165

Net Lift Response Modeling 168

Churn Prediction 172

Recommender Systems 176

Web Analytics 185

Social Media Analytics 195

Business Process Analytics 204

Notes 220

About the Author 223

Index 225

Ordering:

Order Online - <http://www.researchandmarkets.com/reports/2785644/>

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

<http://www.researchandmarkets.com/contact/>

Order Information

Please verify that the product information is correct.

Product Name: Analytics in a Big Data World. The Essential Guide to Data Science and its Applications. Wiley and SAS Business Series
Web Address: <http://www.researchandmarkets.com/reports/2785644/>
Office Code: SCPL62PA

Product Format

Please select the product format and quantity you require:

Quantity
Hard Copy (Hard Back): USD 98 + USD 28 Shipping/Handling

* Shipping/Handling is only charged once per order.

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr Mrs Dr Miss Ms Prof

First Name: _____ Last Name: _____

Email Address: * _____

Job Title: _____

Organisation: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)

Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

Pay by wire transfer: Please transfer funds to:

Account number	833 130 83
Sort code	98-53-30
Swift code	ULSBIE2D
IBAN number	IE78ULSB98533083313083
Bank Address	Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _____

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at <http://www.researchandmarkets.com/info/terms.asp>

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World

Analytics in a Big Data World: The Essential Guide to Data Science and its Applications (Wiley and SAS Business Series). By Bart Baesens ISBN-10 1118892704 ISBN-13 9781118892701 Edition 1 Release Finelybook 2014-05-19 pages 256. \$49.95. Wiley Analytics in a Big Data World 1118892704.epub Wiley Analytics in a Big Data World 1118892704.pdf. Guide to Firewalls and VPNs, 3rd Edition. SysML for Systems Engineering: A model-based approach, 3rd Edition. The Mathematics of Data. Big Data Analytics: Turning Big Data into Big Money Heuristics in Analytics: A Practical Perspective of What Influences Our Analytical World (Wiley and SAS Business Series) Human Capital Analytics: How to Harness the Potential of Your Organization's Greatest Asset Information Revolution : Using the Information Evolution Model to Grow Your Business Killer Analytics: Top 20 Metrics Missing from your Balance Sheet Mastering Organizational Knowledge Flow: How to Make Knowledge Sharing Work The New Know: Innovation Powered by Analytics Taming The Big Data Tidal Wave: Finding Opportunities in Huge Data Analytics in a big data world : the essential guide to data science and its applications / Bart Baesens. Material type: BookSeries: Wiley and SAS business series: Publisher: Hoboken, New Jersey : Wiley, [2014]Description: 1 online resource.Content type: text Media type: computer Carrier type: online resourceISBN: 9781119204183; 1119204186; 9781118892718; 1118892712; 9781118892749; 1118892747; 9781306685030; 1306685036.Subject(s): Big data | Management -- Statistical methods | Management -- Data processing | Decision making -- Data processing | BUSINESS & ECONOMICS -- Industrial. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities.