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### **FUNDAMENTALS OF PREDICTIVE ANALYTICS WITH JMP**

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*SAS Institute Written for students in undergraduate and graduate statistics courses, as well as for the practitioner who wants to make better decisions from data and models, this updated and expanded second edition of Fundamentals of Predictive Analytics with JMP(r) bridges the gap between courses on basic statistics, which focus on univariate and bivariate analysis, and courses on data mining and predictive analytics. Going beyond the theoretical foundation, this book gives you the technical knowledge and problem-solving skills that you need to perform real-world multivariate data analysis. First, this book teaches you to recognize when it is appropriate to use a tool, what variables and data are required, and what the results might be. Second, it teaches you how to interpret the results and then, step-by-step, how and where to perform and evaluate the analysis in JMP(r). Using JMP(r) 13 and JMP(r) 13 Pro, this book offers the following new and enhanced features in an example-driven format: an add-in for Microsoft Excel Graph Builder dirty data visualization regression ANOVA logistic regression principal component analysis LASSO elastic net cluster analysis decision trees k-nearest neighbors neural networks bootstrap forests boosted trees text mining association rules model comparison With today's emphasis on business intelligence, business analytics, and predictive analytics, this second edition is invaluable to anyone who needs to expand his or her knowledge of statistics and to apply real-world, problem-solving analysis. This book is part of the SAS Press progr*

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### **FUNDAMENTALS OF PREDICTIVE ANALYTICS WITH JMP, SECOND EDITION**

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*SAS Institute Written for students in undergraduate and graduate statistics courses, as well as for the practitioner who wants to make better decisions from data and models, this updated and expanded second edition of Fundamentals of Predictive Analytics with JMP(R) bridges the gap between courses on basic statistics, which focus on univariate and bivariate analysis, and courses on data mining and predictive analytics. Going beyond the theoretical foundation, this book gives you the technical knowledge and problem-solving skills that you need to perform real-world multivariate data analysis. First, this book teaches you to recognize when it is appropriate to use a tool, what variables and data are required, and what the results might be. Second, it teaches you how to interpret the results and then, step-by-step, how and where to perform and evaluate the analysis in JMP . Using JMP 13 and JMP 13 Pro, this book offers the following new and enhanced features in an example-driven format: an add-in for Microsoft Excel Graph Builder dirty data visualization regression ANOVA logistic regression principal component analysis LASSO elastic net cluster analysis decision trees k-nearest neighbors neural networks bootstrap forests boosted trees text mining association rules model comparison With today's emphasis on business intelligence, business analytics, and predictive analytics, this second edition is invaluable to anyone who needs to expand his or her knowledge of statistics and to apply real-world, problem-solving analysis. This book is part of the SAS Press program.*

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### **FUNDAMENTALS OF PREDICTIVE ANALYTICS WITH JMP**

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*Sas Inst Fundamentals of Predictive Analytics with JMP bridges the gap between courses on basic statistics, which focus on univariate and bivariate analysis, and courses on data mining/predictive analytics. This book provides the technical knowledge and problem-solving skills needed to perform real data multivariate analysis. Utilizing JMP 10 and JMP Pro, this book offers new and enhanced resources, including an add-in to Microsoft Excel, Graph Builder, and data mining capabilities. Written for students in undergraduate and graduate statistics courses, this book first teaches students to recognize when it is appropriate to use the tool, to understand what variables and data are required, and to know what the results might be. Second, it teaches them how to interpret the results, followed by step-by-step instructions on how and where to perform and evaluate the analysis in JMP. With the new emphasis on business intelligence, business analytics and predictive analytics, this book is invaluable to everyone who needs to expand their knowledge of statistics and apply real problem-solving analysis.SAS Products and Releases: JMP: 10.0.2, 10.0.1, 10.0 Operating Systems: All*

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## FUNDAMENTALS OF MACHINE LEARNING FOR PREDICTIVE DATA ANALYTICS

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### ALGORITHMS, WORKED EXAMPLES, AND CASE STUDIES

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MIT Press A comprehensive introduction to the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Machine learning is often used to build predictive models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked examples, and case studies illustrate the application of these models in the broader business context. After discussing the trajectory from data to insight to decision, the book describes four approaches to machine learning: information-based learning, similarity-based learning, probability-based learning, and error-based learning. Each of these approaches is introduced by a nontechnical explanation of the underlying concept, followed by mathematical models and algorithms illustrated by detailed worked examples. Finally, the book considers techniques for evaluating prediction models and offers two case studies that describe specific data analytics projects through each phase of development, from formulating the business problem to implementation of the analytics solution. The book, informed by the authors' many years of teaching machine learning, and working on predictive data analytics projects, is suitable for use by undergraduates in computer science, engineering, mathematics, or statistics; by graduate students in disciplines with applications for predictive data analytics; and as a reference for professionals.

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### DIGITAL TRANSFORMATION IN BUSINESS AND SOCIETY

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#### THEORY AND CASES

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Springer Nature The digital traces that people leave behind as they conduct their daily lives provide a powerful resource for businesses to better understand the dynamics of an otherwise chaotic society. Digital technologies have become omnipresent in our lives and we still do not fully know how to make the best use of the data these technologies could harness. Businesses leveraging big data appropriately could definitely gain a sustainable competitive advantage. With a balanced mix of texts and cases, this book discusses a variety of digital technologies and how they transform people and organizations. It offers a debate on the societal consequences of the yet unfolding technological revolution and proposes alternatives for harnessing disruptive technologies for the greater benefit of all. This book will have wide appeal to academics in technology management, strategy, marketing, and human resource management.

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### ADVANCES IN BUSINESS AND MANAGEMENT FORECASTING

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Emerald Group Publishing Volume 12, *Advances in Business and Management Forecasting*, is a blind refereed serial publication. It presents state-of-the-art studies in the application of forecasting methodologies to such areas as supply chain, health care, prospecting for donations from university alumni, and the use of clustering and regression in forecasting. The orientation of this volume is for business applications for both the researcher and the practitioner of forecasting. Volume 12 is divided into three sections: Forecasting Applications, Predictive Analytics and Time Series. An interdisciplinary group of experts explore wide-ranging topics including multi-criteria scoring models, detecting rare events, the assessment of control charts for intermittent data, and fuzzy time series models.

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### PRACTICAL DATA ANALYSIS WITH JMP

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SAS Press "Practical Data Analysis with JMP" uses the powerful interactive and visual approach of JMP to introduce readers to the logic and methods of statistical thinking and data analysis. The book can stand on its own or be used to supplement a standard introduction-to-statistics textbook.

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### MODERN INDUSTRIAL STATISTICS

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#### WITH APPLICATIONS IN R, MINITAB, AND JMP

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John Wiley & Sons *Modern Industrial Statistics* The new edition of the prime reference on the tools of statistics used in industry and services, integrating theoretical, practical, and computer-based approaches *Modern Industrial Statistics* is a leading reference and guide to the statistics tools widely used in industry and services. Designed to help professionals and students easily access relevant theoretical and practical information in a single volume, this standard resource employs a computer-intensive approach to industrial statistics and provides numerous examples and procedures in the popular R language and for MINITAB and JMP statistical analysis software. Divided into two parts, the text covers the principles of statistical thinking and analysis, bootstrapping, predictive analytics,

Bayesian inference, time series analysis, acceptance sampling, statistical process control, design and analysis of experiments, simulation and computer experiments, and reliability and survival analysis. Part A, on computer age statistical analysis, can be used in general courses on analytics and statistics. Part B is focused on industrial statistics applications. The fully revised third edition covers the latest techniques in R, MINITAB and JMP, and features brand-new coverage of time series analysis, predictive analytics and Bayesian inference. New and expanded simulation activities, examples, and case studies—drawn from the electronics, metal work, pharmaceutical, and financial industries—are complemented by additional computer and modeling methods. Helping readers develop skills for modeling data and designing experiments, this comprehensive volume: Explains the use of computer-based methods such as bootstrapping and data visualization Covers nonstandard techniques and applications of industrial statistical process control (SPC) charts Contains numerous problems, exercises, and data sets representing real-life case studies of statistical work in various business and industry settings Includes access to a companion website that contains an introduction to R, sample R code, csv files of all data sets, JMP add-ins, and downloadable appendices Provides an author-created R package, mistat, that includes all data sets and statistical analysis applications used in the book Part of the acclaimed Statistics in Practice series, Modern Industrial Statistics with Applications in R, MINITAB, and JMP, Third Edition, is the perfect textbook for advanced undergraduate and postgraduate courses in the areas of industrial statistics, quality and reliability engineering, and an important reference for industrial statisticians, researchers, and practitioners in related fields. The mistat R-package is available from the R CRAN repository.

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### **BUILDING BETTER MODELS WITH JMP PRO**

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SAS Institute *Building Better Models with JMP® Pro* provides an example-based introduction to business analytics, with a proven process that guides you in the application of modeling tools and concepts. It gives you the "what, why, and how" of using JMP® Pro for building and applying analytic models. This book is designed for business analysts, managers, and practitioners who may not have a solid statistical background, but need to be able to readily apply analytic methods to solve business problems. In addition, this book will greatly benefit faculty members who teach any of the following subjects at the lower to upper graduate level: predictive modeling, data mining, and business analytics. Novice to advanced users in business statistics, business analytics, and predictive modeling will find that it provides a peek inside the black box of algorithms and the methods used. Topics include: regression, logistic regression, classification and regression trees, neural networks, model cross-validation, model comparison and selection, and data reduction techniques. Full of rich examples, *Building Better Models with JMP Pro* is an applied book on business analytics and modeling that introduces a simple methodology for managing and executing analytics projects. No prior experience with JMP is needed. Make more informed decisions from your data using this newest JMP book.

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### **CONTEMPORARY PERSPECTIVES IN DATA MINING, VOLUME 2**

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IAP The series, *Contemporary Perspectives on Data Mining*, is composed of blind refereed scholarly research methods and applications of data mining. This series will be targeted both at the academic community, as well as the business practitioner. Data mining seeks to discover knowledge from vast amounts of data with the use of statistical and mathematical techniques. The knowledge is extracted from this data by examining the patterns of the data, whether they be associations of groups or things, predictions, sequential relationships between time order events or natural groups. Data mining applications are in marketing (customer loyalty, identifying profitable customers, instore promotions, e-commerce populations); in business (teaching data mining, efficiency of the Chinese automobile industry, moderate asset allocation funds); and techniques (veterinary predictive models, data integrity in the cloud, irregular pattern detection in a mobility network and road safety modeling.)

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### **CONTEMPORARY PERSPECTIVES IN DATA MINING**

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#### **VOLUME 4**

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IAP The series, *Contemporary Perspectives on Data Mining*, is composed of blind refereed scholarly research methods and applications of data mining. This series will be targeted both at the academic community, as well as the business practitioner. Data mining seeks to discover knowledge from vast amounts of data with the use of statistical and mathematical techniques. The knowledge is extracted from this data by examining the patterns of the data, whether they be associations of groups or things, predictions, sequential relationships between time order events or natural groups. Data mining applications are in business (banking, brokerage, and insurance), marketing (customer relationship, retailing, logistics, and travel), as well as in manufacturing, health care, fraud detection, homeland security and law enforcement.

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### **DATA MANAGEMENT AND ANALYSIS USING JMP**

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#### **HEALTH CARE CASE STUDIES**

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SAS Institute A holistic, step-by-step approach to analyzing health care data! Written for both beginner and intermediate JMP users working in or studying health care, *Data Management and Analysis Using JMP: Health Care Case Studies* bridges the gap between taking traditional statistics courses and successfully applying statistical analysis in the workplace. Authors Jane Oppenlander and Patricia Schaffer

begin by illustrating techniques to prepare data for analysis, followed by presenting effective methods to summarize, visualize, and analyze data. The statistical analysis methods covered in the book are the foundational techniques commonly applied to meet regulatory, operational, budgeting, and research needs in the health care field. This example-driven book shows practitioners how to solve real-world problems by using an approach that includes problem definition, data management, selecting the appropriate analysis methods, step-by-step JMP instructions, and interpreting statistical results in context. Practical strategies for selecting appropriate statistical methods, remediating data anomalies, and interpreting statistical results in the domain context are emphasized. The cases presented in *Data Management and Analysis Using JMP* use multiple statistical methods. A progression of methods--from univariate to multivariate--is employed, illustrating a logical approach to problem-solving. Much of the data used in these cases is open source and drawn from a variety of health care settings. The book offers a welcome guide to working professionals as well as students studying statistics in health care-related fields.

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## **ACHIEVING ORGANIZATIONAL AGILITY, INTELLIGENCE, AND RESILIENCE THROUGH INFORMATION SYSTEMS**

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*IGI Global* As technology continues to be a ubiquitous force that propels businesses to success, it is imperative that updated studies are continuously undertaken to ensure that the most efficient tools and techniques are being utilized. In the current business environment, organizations that can improve their agility and business intelligence are able to become much more resilient and viable competitors in the global economy. *Achieving Organizational Agility, Intelligence, and Resilience Through Information Systems* is a critical reference book that provides the latest empirical studies, conceptual research, and methodologies that enable organizations to enhance and improve their agility, competitiveness, and sustainability in order to position them for paramount success in today's economy. Covering topics that include knowledge management, human development, and sustainable development, this book is ideal for managers, executives, entrepreneurs, IT specialists and consultants, academicians, researchers, and students.

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## **DATA MINING FOR BUSINESS ANALYTICS**

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### **CONCEPTS, TECHNIQUES AND APPLICATIONS IN PYTHON**

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*John Wiley & Sons Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python* presents an applied approach to data mining concepts and methods, using Python software for illustration. Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process. A new section on ethical issues in data mining. Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students. More than a dozen case studies demonstrating applications for the data mining techniques described. End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented. A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions. *Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python* is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. "This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject." —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book *An Introduction to Statistical Learning, with Applications in R*

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## **JMP ESSENTIALS**

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### **AN ILLUSTRATED GUIDE FOR NEW USERS, THIRD EDITION**

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*SAS Institute* Grasp the essentials of JMP to generate rapid results. *JMP Essentials: An Illustrated Guide for New Users, Third Edition*, is designed for new or novice JMP users who need to generate meaningful analysis quickly. The book focuses on the most commonly used platforms and typical workflow of the user, from data importing, exploring, and visualizing to modeling and sharing results with others. Throughout the book, the authors emphasize results over theory, providing just the essential steps with corresponding screenshots. In most cases, each section completes a JMP task, which maximizes the book's utility as a reference. This edition has new instructions and screenshots reflecting the features added to the latest release of JMP software, including updated sections on JMP Dashboard Builder, Query Builder, the Fit Model platform, JMP Public and JMP Live, and a more detailed look at the JMP website. Each chapter contains a family of features that are carefully crafted to first

introduce you to basic features and then move on to more advanced topics. *JMP Essentials: An Illustrated Guide for New Users, Third Edition*, is the quickest and most accessible reference book available.

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### **STATISTICS AND PROBABILITY WITH APPLICATIONS FOR ENGINEERS AND SCIENTISTS**

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John Wiley & Sons *Introducing the tools of statistics and probability from the ground up* An understanding of statistical tools is essential for engineers and scientists who often need to deal with data analysis over the course of their work. *Statistics and Probability with Applications for Engineers and Scientists* walks readers through a wide range of popular statistical techniques, explaining step-by-step how to generate, analyze, and interpret data for diverse applications in engineering and the natural sciences. Unique among books of this kind, *Statistics and Probability with Applications for Engineers and Scientists* covers descriptive statistics first, then goes on to discuss the fundamentals of probability theory. Along with case studies, examples, and real-world data sets, the book incorporates clear instructions on how to use the statistical packages Minitab® and Microsoft® Office Excel® to analyze various data sets. The book also features: • Detailed discussions on sampling distributions, statistical estimation of population parameters, hypothesis testing, reliability theory, statistical quality control including Phase I and Phase II control charts, and process capability indices • A clear presentation of nonparametric methods and simple and multiple linear regression methods, as well as a brief discussion on logistic regression method • Comprehensive guidance on the design of experiments, including randomized block designs, one- and two-way layout designs, Latin square designs, random effects and mixed effects models, factorial and fractional factorial designs, and response surface methodology • A companion website containing data sets for Minitab and Microsoft Office Excel, as well as JMP® routines and results Assuming no background in probability and statistics, *Statistics and Probability with Applications for Engineers and Scientists* features a unique, yet tried-and-true, approach that is ideal for all undergraduate students as well as statistical practitioners who analyze and illustrate real-world data in engineering and the natural sciences.

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### **BUSINESS PROCESS MODELING, SIMULATION AND DESIGN**

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Pearson Education India *This book covers the design of business processes from a broad quantitative modeling perspective. The text presents a multitude of analytical tools that can be used to model, analyze, understand and ultimately, to design business processes. The range of topics in this text include graphical flowcharting tools, deterministic models for cycle time analysis and capacity decisions, analytical queuing methods, as well as the use of Data Envelopment Analysis (DEA) for benchmarking purposes. And a major portion of the book is devoted to simulation modeling using a state of the art discrete-event simulation package.*

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### **INTEGRATED RESEARCH ON DISASTER RISKS**

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### **CONTRIBUTIONS FROM THE IRDR YOUNG SCIENTISTS PROGRAMME**

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Springer Nature *This book is a collection of works written by young scientists involved in the Integrated Disaster Risk Research (IRDR). Integrated Research on Disaster Risk (IRDR) is a decade-long research programme co-sponsored by the International Science Council (merged by International Council for Science (ICSU), the International Social Science Council (ISSC), and the United Nations Office for Disaster Risk Reduction (UNDRR). It is a global, multi-disciplinary approach to dealing with the challenges brought by natural disasters, mitigating their impacts, and improving related policy-making mechanisms. The book examines multidisciplinary research and actions related to disaster risk reduction internationally. The Integrated Research on Disaster Risk (IRDR) Young Scientists programme is: • A sub-programme within IRDR which promotes capacity building of young professionals and encourages them to undertake innovative and need-based research which makes science-policy and science-practice linkages stronger. • IRDR Young Scientists Programme was started in late 2016. Currently, it is a community of 115 young researchers from over 40 countries after 3 batches of application. • IRDR network and partners provide academic advice and training courses, workshops, and programmes for IRDR young scientists. • IRDR young scientists contribute to innovative research in the field of disaster risk reduction and participate in conferences and/or social media as the ambassador of IRDR. The book is of interest to researchers and scholars in the field of governance of sustainability and environmental governance. Postgraduate students will benefit this book within courses on environmental governance, on climate change governance, and on transformation and social change processes. Societal actors in climate change adaptation and other environmental governance fields on local, national, and international levels can benefit from the focus on societally relevant findings in the past 10 years of research on adaptiveness.*

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### **PRACTICAL DATA ANALYSIS WITH JMP, THIRD EDITION**

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SAS Institute *Master the concepts and techniques of statistical analysis using JMP* *Practical Data Analysis with JMP, Third Edition*, highlights the powerful interactive and visual approach of JMP to introduce readers to statistical thinking and data analysis. It helps you choose the best technique for the problem at hand by using real-world cases. It also illustrates best-practice workflow throughout the entire investigative cycle, from asking valuable questions through data acquisition, preparation, analysis, interpretation, and communication of findings. The book can stand on its own as a learning resource for

professionals, or it can be used to supplement a college-level textbook for an introductory statistics course. It includes varied examples and problems using real sets of data. Each chapter typically starts with an important or interesting research question that an investigator has pursued. Reflecting the broad applicability of statistical reasoning, the problems come from a wide variety of disciplines, including engineering, life sciences, business, and economics, as well as international and historical examples. Application Scenarios at the end of each chapter challenge you to use your knowledge and skills with data sets that go beyond mere repetition of chapter examples. New in the third edition, chapters have been updated to demonstrate the enhanced capabilities of JMP, including projects, Graph Builder, Query Builder, and Formula Depot.

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## **THE ANALYTICS LIFECYCLE TOOLKIT**

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### **A PRACTICAL GUIDE FOR AN EFFECTIVE ANALYTICS CAPABILITY**

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*John Wiley & Sons* An evidence-based organizational framework for exceptional analytics team results *The Analytics Lifecycle Toolkit* provides managers with a practical manual for integrating data management and analytic technologies into their organization. Author Gregory Nelson has encountered hundreds of unique perspectives on analytics optimization from across industries; over the years, successful strategies have proven to share certain practices, skillsets, expertise, and structural traits. In this book, he details the concepts, people and processes that contribute to exemplary results, and shares an organizational framework for analytics team functions and roles. By merging analytic culture with data and technology strategies, this framework creates understanding for analytics leaders and a toolbox for practitioners. Focused on team effectiveness and the design thinking surrounding product creation, the framework is illustrated by real-world case studies to show how effective analytics team leadership works on the ground. Tools and templates include best practices for process improvement, workforce enablement, and leadership support, while guidance includes both conceptual discussion of the analytics life cycle and detailed process descriptions. Readers will be equipped to: Master fundamental concepts and practices of the analytics life cycle Understand the knowledge domains and best practices for each stage Delve into the details of analytical team processes and process optimization Utilize a robust toolkit designed to support analytic team effectiveness The analytics life cycle includes a diverse set of considerations involving the people, processes, culture, data, and technology, and managers needing stellar analytics performance must understand their unique role in the process of winnowing the big picture down to meaningful action. *The Analytics Lifecycle Toolkit* provides expert perspective and much-needed insight to managers, while providing practitioners with a new set of tools for optimizing results.

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## **MODERN INDUSTRIAL STATISTICS**

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### **WITH APPLICATIONS IN R, MINITAB AND JMP**

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*John Wiley & Sons* Fully revised and updated, this book combines a theoretical background with examples and references to R, MINITAB and JMP, enabling practitioners to find state-of-the-art material on both foundation and implementation tools to support their work. Topics addressed include computer-intensive data analysis, acceptance sampling, univariate and multivariate statistical process control, design of experiments, quality by design, and reliability using classical and Bayesian methods. The book can be used for workshops or courses on acceptance sampling, statistical process control, design of experiments, and reliability. Graduate and post-graduate students in the areas of statistical quality and engineering, as well as industrial statisticians, researchers and practitioners in these fields will all benefit from the comprehensive combination of theoretical and practical information provided in this single volume. *Modern Industrial Statistics: With applications in R, MINITAB and JMP*: Combines a practical approach with theoretical foundations and computational support. Provides examples in R using a dedicated package called MISTAT, and also refers to MINITAB and JMP. Includes exercises at the end of each chapter to aid learning and test knowledge. Provides over 40 data sets representing real-life case studies. Is complemented by a comprehensive website providing an introduction to R, and installations of JMP scripts and MINITAB macros, including effective tutorials with introductory material: [www.wiley.com/go/modern\\_industrial\\_statistics](http://www.wiley.com/go/modern_industrial_statistics).

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## **RESEARCH ANTHOLOGY ON BIG DATA ANALYTICS, ARCHITECTURES, AND APPLICATIONS**

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*IGI Global* Society is now completely driven by data with many industries relying on data to conduct business or basic functions within the organization. With the efficiencies that big data bring to all institutions, data is continuously being collected and analyzed. However, data sets may be too complex for traditional data-processing, and therefore, different strategies must evolve to solve the issue. The field of big data works as a valuable tool for many different industries. *The Research Anthology on Big Data Analytics, Architectures, and Applications* is a complete reference source on big data analytics that offers the latest, innovative architectures and frameworks and explores a variety of applications within various industries. Offering an international perspective, the applications discussed within this anthology feature global representation. Covering topics such as advertising curricula, driven supply chain, and smart cities, this research anthology is ideal for data scientists, data analysts, computer engineers, software engineers, technologists, government officials, managers, CEOs, professors, graduate students, researchers, and academicians.

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## PREDICTIVE ANALYTICS

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### THE POWER TO PREDICT WHO WILL CLICK, BUY, LIE, OR DIE

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*John Wiley & Sons "Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers 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 healthcare, 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 (aka machine learning) 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: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career 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.*

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## PRACTICAL STATISTICS FOR DATA SCIENTISTS

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### 50 ESSENTIAL CONCEPTS

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*"O'Reilly Media, Inc." Statistical methods are a key part of data science, yet very few data scientists have any formal statistics training. Courses and books on basic statistics rarely cover the topic from a data science perspective. This practical guide explains how to apply various statistical methods to data science, tells you how to avoid their misuse, and gives you advice on what's important and what's not. Many data science resources incorporate statistical methods but lack a deeper statistical perspective. If you're familiar with the R programming language, and have some exposure to statistics, this quick reference bridges the gap in an accessible, readable format. With this book, you'll learn: Why exploratory data analysis is a key preliminary step in data science How random sampling can reduce bias and yield a higher quality dataset, even with big data How the principles of experimental design yield definitive answers to questions How to use regression to estimate outcomes and detect anomalies Key classification techniques for predicting which categories a record belongs to Statistical machine learning methods that "learn" from data Unsupervised learning methods for extracting meaning from unlabeled data*

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## CHEMICAL ENGINEERING IN THE PHARMACEUTICAL INDUSTRY, ACTIVE PHARMACEUTICAL INGREDIENTS

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*Wiley A guide to the development and manufacturing of pharmaceutical products written for professionals in the industry, revised second edition The revised and updated second edition of Chemical Engineering in the Pharmaceutical Industry is a practical book that highlights chemistry and chemical engineering. The book's regulatory quality strategies target the development and manufacturing of pharmaceutically active ingredients of pharmaceutical products. The expanded second edition contains revised content with many new case studies and additional example calculations that are of interest to chemical engineers. The 2nd Edition is divided into two separate books: 1) Active Pharmaceutical Ingredients (API's) and 2) Drug Product Design, Development and Modeling. The active pharmaceutical ingredients book puts the focus on the chemistry, chemical engineering, and unit operations specific to development and manufacturing of the active ingredients of the pharmaceutical product. The drug*

substance operations section includes information on chemical reactions, mixing, distillations, extractions, crystallizations, filtration, drying, and wet and dry milling. In addition, the book includes many applications of process modeling and modern software tools that are geared toward batch-scale and continuous drug substance pharmaceutical operations. This updated second edition:

- Contains 30 new chapters or revised chapters specific to API, covering topics including: manufacturing quality by design, computational approaches, continuous manufacturing, crystallization and final form, process safety
- Expanded topics of scale-up, continuous processing, applications of thermodynamics and thermodynamic modeling, filtration and drying
- Presents updated and expanded example calculations

Includes contributions from noted experts in the field Written for pharmaceutical engineers, chemical engineers, undergraduate and graduate students, and professionals in the field of pharmaceutical sciences and manufacturing, the second edition of *Chemical Engineering in the Pharmaceutical Industry* focuses on the development and chemical engineering as well as operations specific to the design, formulation, and manufacture of drug substance and products.

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## **APPLIED PREDICTIVE ANALYTICS**

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### **PRINCIPLES AND TECHNIQUES FOR THE PROFESSIONAL DATA ANALYST**

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**John Wiley & Sons** Learn the art and science of predictive analytics — techniques that get results Predictive analytics is what translates big data into meaningful, usable business information. Written by a leading expert in the field, this guide examines the science of the underlying algorithms as well as the principles and best practices that govern the art of predictive analytics. It clearly explains the theory behind predictive analytics, teaches the methods, principles, and techniques for conducting predictive analytics projects, and offers tips and tricks that are essential for successful predictive modeling. Hands-on examples and case studies are included. The ability to successfully apply predictive analytics enables businesses to effectively interpret big data; essential for competition today This guide teaches not only the principles of predictive analytics, but also how to apply them to achieve real, pragmatic solutions Explains methods, principles, and techniques for conducting predictive analytics projects from start to finish Illustrates each technique with hands-on examples and includes a series of in-depth case studies that apply predictive analytics to common business scenarios A companion website provides all the data sets used to generate the examples as well as a free trial version of software Applied Predictive Analytics arms data and business analysts and business managers with the tools they need to interpret and capitalize on big data.

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## **SAS CERTIFIED SPECIALIST PREP GUIDE**

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### **BASE PROGRAMMING USING SAS 9.4**

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**SAS Institute** The SAS® Certified Specialist Prep Guide: Base Programming Using SAS® 9.4 prepares you to take the new SAS 9.4 Base Programming -- Performance-Based Exam. This is the official guide by the SAS Global Certification Program. This prep guide is for both new and experienced SAS users, and it covers all the objectives that are tested on the exam. New in this edition is a workbook whose sample scenarios require you to write code to solve problems and answer questions. Answers for the chapter quizzes and solutions for the sample scenarios in the workbook are included. You will also find links to exam objectives, practice exams, and other resources such as the Base SAS® glossary and a list of practice data sets. Major topics include importing data, creating and modifying SAS data sets, and identifying and correcting both data syntax and programming logic errors. All exam topics are covered in these chapters: Setting Up Practice Data Basic Concepts Accessing Your Data Creating SAS Data Sets Identifying and Correcting SAS Language Errors Creating Reports Understanding DATA Step Processing BY-Group Processing Creating and Managing Variables Combining SAS Data Sets Processing Data with DO Loops SAS Formats and Informats SAS Date, Time, and Datetime Values Using Functions to Manipulate Data Producing Descriptive Statistics Creating Output Practice Programming Scenarios (Workbook)

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## **LEARNING SPARK**

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**O'Reilly Media** Data is bigger, arrives faster, and comes in a variety of formats—and it all needs to be processed at scale for analytics or machine learning. But how can you process such varied workloads efficiently? Enter Apache Spark. Updated to include Spark 3.0, this second edition shows data engineers and data scientists why structure and unification in Spark matters. Specifically, this book explains how to perform simple and complex data analytics and employ machine learning algorithms. Through step-by-step walk-throughs, code snippets, and notebooks, you'll be able to: Learn Python, SQL, Scala, or Java high-level Structured APIs Understand Spark operations and SQL Engine Inspect, tune, and debug Spark operations with Spark configurations and Spark UI Connect to data sources: JSON, Parquet, CSV, Avro, ORC, Hive, S3, or Kafka Perform analytics on batch and streaming data using Structured Streaming Build reliable data pipelines with open source Delta Lake and Spark Develop machine learning pipelines with MLLib and productionize models using MLflow

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## **APPLIED HEALTH ANALYTICS AND INFORMATICS USING SAS**

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*SAS Institute Leverage health data into insight! Applied Health Analytics and Informatics Using SAS describes health analytics, a result of the intersection of data analytics and health informatics. Healthcare systems generate nearly a third of the world's data, and analytics can help to eliminate medical errors, reduce readmissions, provide evidence-based care, demonstrate quality outcomes, and add cost-efficient care. This comprehensive textbook includes data analytics and health informatics concepts, along with applied experiential learning exercises and case studies using SAS Enterprise Miner™ within the healthcare industry setting. Topics covered include: Sampling and modeling health data - both structured and unstructured Exploring health data quality Developing health administration and health data assessment procedures Identifying future health trends Analyzing high-performance health data mining models Applied Health Analytics and Informatics Using SAS is intended for professionals, lifelong learners, senior-level undergraduates, graduate-level students in professional development courses, health informatics courses, health analytics courses, and specialized industry track courses. This textbook is accessible to a wide variety of backgrounds and specialty areas, including administrators, clinicians, and executives. This book is part of the SAS Press program.*

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## **BIG DATA, ANALYTICS, AND THE FUTURE OF MARKETING & SALES**

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*Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshows highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.*

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## **INNOVATIVE APPLICATIONS OF BIG DATA IN THE RAILWAY INDUSTRY**

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*IGI Global Use of big data has proven to be beneficial within many different industries, especially in the field of engineering; however, infiltration of this type of technology into more traditional heavy industries, such as the railways, has been limited. Innovative Applications of Big Data in the Railway Industry is a pivotal reference source for the latest research findings on the utilization of data sets in the railway industry. Featuring extensive coverage on relevant areas such as driver support systems, railway safety management, and obstacle detection, this publication is an ideal resource for transportation planners, engineers, policymakers, and graduate-level engineering students seeking current research on a specific application of big data and its effects on transportation.*

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## **DATA SCIENCE USING PYTHON AND R**

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*Wiley Learn data science by doing data science! Data Science Using Python and R will get you plugged into the world's two most widespread open-source platforms for data science: Python and R. Data science is hot. Bloomberg called data scientist "the hottest job in America." Python and R are the top two open-source data science tools in the world. In Data Science Using Python and R, you will learn step-by-step how to produce hands-on solutions to real-world business problems, using state-of-the-art techniques. Data Science Using Python and R is written for the general reader with no previous analytics or programming experience. An entire chapter is dedicated to learning the basics of Python and R. Then, each chapter presents step-by-step instructions and walkthroughs for solving data science problems using Python and R. Those with analytics experience will appreciate having a one-stop shop for learning how to do data science using Python and R. Topics covered include data preparation, exploratory data analysis, preparing to model the data, decision trees, model evaluation, misclassification costs, naïve Bayes classification, neural networks, clustering, regression modeling, dimension reduction, and association rules mining. Further, exciting new topics such as random forests and general linear models are also included. The book emphasizes data-driven error costs to enhance profitability, which avoids the common pitfalls that may cost a company millions of dollars. Data Science Using Python and R provides exercises at the end of every chapter, totaling over 500 exercises in the book. Readers will therefore have plenty of opportunity to test their newfound data science skills and expertise. In the Hands-on Analysis exercises, readers are challenged to solve interesting business problems using real-world data sets.*

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## **ECSM 2018 5TH EUROPEAN CONFERENCE ON SOCIAL MEDIA**

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*Academic Conferences and publishing limited These proceedings represent the work of researchers participating in the 5th European Conference on Social Media (ECSM 2018) which is being hosted this year by Limerick Institute of Technology, Ireland on 21-22 June 2018.*

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## **ANALYTICAL SKILLS FOR AI AND DATA SCIENCE**

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### **BUILDING SKILLS FOR AN AI-DRIVEN ENTERPRISE**

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*While several market-leading companies have successfully transformed their business models by following data- and AI-driven paths, the vast majority have yet to reap the benefits. How can your business and analytics units gain a competitive advantage by capturing the full potential of this predictive revolution? This practical guide presents a battle-tested end-to-end method to help you translate business decisions into tractable prescriptive solutions using data and AI as fundamental inputs. Author Daniel Vaughan shows data scientists, analytics practitioners, and others interested in using AI to transform their businesses not only how to ask the right questions but also how to generate value using modern AI technologies and decision-making principles. You'll explore several use cases common to many enterprises, complete with examples you can apply when working to solve your own issues. Break business decisions into stages that can be tackled using different skills from the analytical toolbox Identify and embrace uncertainty in decision making and protect against common human biases Customize optimal decisions to different customers using predictive and prescriptive methods and technologies Ask business questions that create high value through AI- and data-driven technologies*

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### **VISUAL SIX SIGMA**

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#### **MAKING DATA ANALYSIS LEAN**

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*John Wiley & Sons Streamline data analysis with an intuitive, visual Six Sigma strategy Visual Six Sigma provides the statistical techniques that help you get more information from your data. A unique emphasis on the visual allows you to take a more active role in data-driven decision making, so you can leverage your contextual knowledge to pose relevant questions and make more sound decisions. You'll learn dynamic visualization and exploratory data analysis techniques that help you identify occurrences and sources of variation, and the strategies and processes that make Six Sigma work for your organization. The Six Sigma strategy helps you identify and remove causes of defects and errors in manufacturing and business processes; the more pragmatic Visual approach opens the strategy beyond the realms of statisticians to provide value to all business leaders amid the growing need for more accessible quality management tools. See where, why, and how your data varies Find clues to underlying behavior in your data Identify key models and drivers Build your own Six-Sigma experience Whether your work involves a Six Sigma improvement project, a design project, a data-mining inquiry, or a scientific study, this practical breakthrough guide equips you with the skills and understanding to get more from your data. With intuitive, easy-to-use tools and clear explanations, Visual Six Sigma is a roadmap to putting this strategy to work for your company.*

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### **DATA MINING FOR BUSINESS ANALYTICS**

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#### **CONCEPTS, TECHNIQUES, AND APPLICATIONS WITH XLMINER**

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*John Wiley & Sons Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the Microsoft® Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methods End-of-chapter exercises that help readers better understand the presented material Data-rich case studies to illustrate various applications of data mining techniques Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides <https://www.dataminingbook.com> Free 140-day license to use XLMiner for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Praise for the Second Edition "...full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing." - Research Magazine "Shmueli et al. have done a wonderful job in presenting the field of data mining - a welcome addition to the literature." - ComputingReviews.com "Excellent choice for business analysts...The book is a perfect fit for its intended audience." - Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition and SPSS Statistics for Data Analysis and Visualization Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and*

Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of *Introductory Statistics and Analytics: A Resampling Perspective*, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

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### **A FIRST COURSE IN DESIGN AND ANALYSIS OF EXPERIMENTS**

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W. H. Freeman Oehlert's text is suitable for either a service course for non-statistics graduate students or for statistics majors. Unlike most texts for the one-term grad/upper level course on experimental design, Oehlert's new book offers a superb balance of both analysis and design, presenting three practical themes to students: • when to use various designs • how to analyze the results • how to recognize various design options Also, unlike other older texts, the book is fully oriented toward the use of statistical software in analyzing experiments.

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### **DATA MINING FOR BUSINESS INTELLIGENCE**

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#### **CONCEPTS, TECHNIQUES, AND APPLICATIONS IN MICROSOFT OFFICE EXCEL WITH XLMINER**

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John Wiley & Sons 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.*

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### **CARL FRIEDRICH GAUSS**

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#### **TITAN OF SCIENCE**

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MAA Classic biography of Gauss, updated with new introduction, bibliography and new material.

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### **STATISTICAL INTERVALS**

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#### **A GUIDE FOR PRACTITIONERS AND RESEARCHERS**

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John Wiley & Sons Describes statistical intervals to quantify sampling uncertainty, focusing on key application needs and recently developed methodology in an easy-to-apply format Statistical intervals provide invaluable tools for quantifying sampling uncertainty. The widely hailed first edition, published in 1991, described the use and construction of the most important statistical intervals. Particular emphasis was given to intervals—such as prediction intervals, tolerance intervals and confidence intervals on distribution quantiles—frequently needed in practice, but often neglected in introductory courses. Vastly improved computer capabilities over the past 25 years have resulted in an explosion of the tools readily available to analysts. This second edition—more than double the size of the first—adds these new methods in an easy-to-apply format. In addition to extensive updating of the original chapters, the second edition includes new chapters on: Likelihood-based statistical intervals Nonparametric bootstrap intervals Parametric bootstrap and other simulation-based intervals An introduction to Bayesian intervals Bayesian intervals for the popular binomial, Poisson and normal distributions Statistical intervals for Bayesian hierarchical models Advanced case studies, further illustrating the use of the newly described methods New technical appendices provide justification of the methods and pathways to extensions and further applications. A webpage directs readers to current readily accessible computer software and other useful information. *Statistical Intervals: A Guide for Practitioners and Researchers, Second Edition* is an up-to-date working guide and reference for all who analyze data, allowing them to quantify the uncertainty in their results using statistical intervals.