



## Foundations of Predictive Analytics (Hardback)

By James Wu, Stephen Coggeshall

Taylor Francis Ltd, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Drawing on the authors two decades of experience in applied modeling and data mining, Foundations of Predictive Analytics presents the fundamental background required for analyzing data and building models for many practical applications, such as consumer behavior modeling, risk and marketing analytics, and other areas. It also discusses a variety of practical topics that are frequently missing from similar texts. The book begins with the statistical and linear algebra/matrix foundation of modeling methods, from distributions to cumulant and copula functions to Cornish-Fisher expansion and other useful but hard-to-find statistical techniques. It then describes common and unusual linear methods as well as popular nonlinear modeling approaches, including additive models, trees, support vector machine, fuzzy systems, clustering, naive Bayes, and neural nets. The authors go on to cover methodologies used in time series and forecasting, such as ARIMA, GARCH, and survival analysis. They also present a range of optimization techniques and explore several special topics, such as Dempster-Shafer theory. An in-depth collection of the most important fundamental material on predictive analytics, this self-contained book provides the necessary information for understanding various techniques for exploratory data analysis and...



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