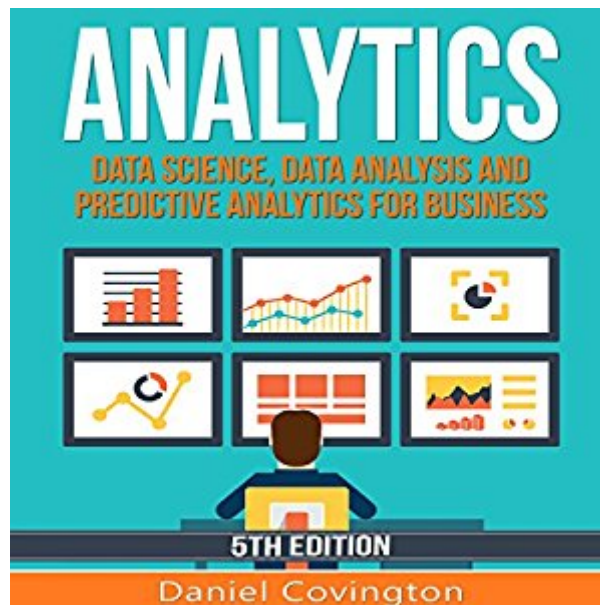




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Analytics: Data Science, Data Analysis And Predictive Analytics For Business



Synopsis

So many people dream of becoming their own boss or succeeding in their chosen profession, and with the resources available today, more entrepreneurs and professionals are achieving great success! However, success should be defined for the long term. As opportunities start to grow, so does the competition. Getting your business up and running or starting on your career path is one thing, but having a sustainable business or career is another. Many people make the mistake of making plans, but having no follow-through. This is where analytics comes in. Don't you wish you had the power to know what your target consumers are thinking? Don't you want to have a preview of what future trends to expect in the market you are in? Well, this book is just the one you need. This book will teach you, in simple and easy-to-understand terms, how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time. The contents of this book are designed to help you use data to your advantage to enhance business outcomes! Here's what this book will teach you: Why data is your single most powerful tool How to conduct data analysis to enhance your business Which steps to take in performing predictive analysis What techniques you need to employ to achieve sustainable success Plus: Regression techniques Machine learning strategies Risk management tips And much, much, more

Book Information

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Customer Reviews

Not too impressed. This is a book for someone who has just heard the terms Big Data and

Predictive Analytics. Not for someone who knows what these are. The writing is not so professional, which leads to skimming and page skipping.

I started a business two years ago but without any science on data gathering. Now I know how crucial it is to really get the data and analyze it. The process of Analytics may seem overwhelming at first; determining what data to prioritize, how to collect the data etc. But once you have core basic data needed for the business, knowing how to analyze it is the next big step to achieving your business goals. This book is comprehensive yet simple enough for beginners. It helps one understand the importance of data mining and analysis but without overwhelming the reader with too much mathematical concepts. A great book to help anyone new in any business.

The book gives a general overview of analytics. It does not get your hands dirty! Yes, you can read the book during a short flight.

Management of data to run a successful business is very important. The data plays an important and crucial role in increasing the efficiency of a business and sustaining the success. This book tells you about how you can analyze the data and reap the maximum benefits. You can use these techniques to increase the productivity of your business and make the best out of it.

Not good

Very Data packed book

Small superficial book. Novices won't glean much from it, as they will be bombarded with unexplained jargon and vague concepts. Those who have heard some of the jargon in context would be better served by looking for better explanations and in-depth examples elsewhere.

Predictive analytics is actually a gathering and analyzing of data to predict future events. "Predictive analytics" are not as dramatic as an engine malfunction thousands of feet in the sky. And the idea is not new. "Predictive analytics" is as old as the Information Age itself. But what is dramatic and very new is how industries across the board are embracing predictive analysis as a way to revise outdated business models. This ANALYTICS book from author Daniel Covington is the best primer you'll ever need. You will learn in here the steps needed to perform predictive analysis and what techniques

needed to employ in order to achieve sustainable success. It gives the reader a full picture of what it is all about. I highly recommend this to all. Very nice one!

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