

Predictive Analytics For Dummies By Anasse Bari Mohamed

Effective CRM using Predictive Analytics
 Learning Predictive Analytics with Python
 Predictive Analytics for Dummies, 2nd Edition
 Data Science and Predictive Analytics
 Basic Guide to Master Data Analytics
 Practical Predictive Analytics and Decisioning Systems for Medicine
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 Data Analytics for Beginners
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 Informatics Accuracy and Cost-Effectiveness for Healthcare Administration and Delivery Including Medical Research
 Your Ultimate Guide to Learn and Master Data Analysis - Get Your Business Intelligence Right and Accelerate Growth
 Predictive Marketing
 Demand Prediction in Retail
 Easy Ways Every Marketer Can Use Customer Analytics and Big Data
 Predictive Analytics and Data Mining
 People Analytics For Dummies
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 Foundations of Predictive Analytics
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 Biomedical and Health Applications using R
 A Beginner's Guide to Learn and Master Data Analytics
 Data Mining and Predictive Analytics
 Statistics for Big Data For Dummies
 Data Science Strategy For Dummies
 Big Data For Dummies
 The Power to Predict Who Will Click, Buy, Lie, or Die
 Modeling Techniques in Predictive Analytics
 A Pragmatic Approach
 Computational Intelligence and Predictive Analysis for Medical Science
 Import, Tidy, Transform, Visualize, and Model Data
 Business Problems and Solutions with R
 R for Data Science
 Modeling and Optimization
 Data Science For Dummies

Predictive Analytics For Dummies By Anasse Bari Mohamed

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Effective CRM using Predictive Analytics For Dummies

Analytics can make government work better—this book shows you how A Practical Guide to Analytics for Governments provides demonstrations of real-world analytics applications for legislators, policy-makers, and support staff at the federal, state, and local levels. Big data and analytics are transforming industries across the board, and government can reap many of those same benefits by applying analytics to processes and programs already in place. From healthcare delivery and child well-being, to crime and program fraud, analytics can—in fact, already does—transform the way government works. This book shows you how analytics can be implemented in your own milieu: What is the downstream impact of new legislation? How can we make programs more efficient? Is it possible to predict policy outcomes without analytics? How do I get started building analytics into my government organization? The answers are all here, with accessible explanations and useful advice from an expert in the field. Analytics allows you to mine your data to create a holistic picture of your constituents; this model helps you tailor programs, fine-tune legislation, and serve the populace more effectively. This book walks you through analytics as applied to government, and shows you how to reap Big data's benefits at whatever level necessary. Learn how analytics is already transforming government service delivery Delve into the digital healthcare revolution Use analytics to improve education, juvenile justice, and other child-focused areas Apply analytics to transportation, criminal justice, fraud, and much more Legislators and policy makers have plenty of great ideas—but how do they put those ideas into play? Analytics can play a crucial role in getting the job done well. A Practical Guide to Analytics for Governments provides advice, perspective, and real-world guidance for public servants everywhere.

Learning Predictive Analytics with Python Springer

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities that help companies determine their objectives for meeting certain opportunities or addressing challenges and then help them define solutions to meet those objectives. Those engaged in business analysis are charged with identifying the activities that enable the company to define the business problem or opportunity, define what the solutions looks like, and define how it should behave in the end. As a BA, you lay out the plans for the process ahead. Business Analysis For Dummies is the go to reference on how to make the complex topic of business analysis easy to understand. Whether you are new or have experience with business analysis, this book gives you the tools, techniques, tips and tricks to set your project's expectations and on the path to success. Offers guidance on how to make an impact in your organization by performing business analysis Shows you the tools and techniques to be an effective business analysis professional Provides a number of examples on how to perform business analysis regardless of your role If you're interested in learning about the tools and techniques used by successful business analysis professionals, Business Analysis For Dummies has you covered.

Predictive Analytics for Dummies, 2nd Edition CRC Press

This book uncovers stakes and possibilities offered by Computational Intelligence and Predictive Analytics to Medical Science. The main focus is on data technologies, classification, analysis and mining, information retrieval, and in the algorithms needed to elaborate the informations. A section with use cases and applications follows the two main parts of the book, respectively dedicated to the foundations and techniques of the discipline.

Data Science and Predictive Analytics FT Press Analytics

Put Predictive Analytics into Action Learn the basics of Predictive Analysis and Data Mining through an easy to understand conceptual framework and immediately practice the concepts learned using the open source RapidMiner tool. Whether you are brand new to Data Mining or working on your

tenth project, this book will show you how to analyze data, uncover hidden patterns and relationships to aid important decisions and predictions. Data Mining has become an essential tool for any enterprise that collects, stores and processes data as part of its operations. This book is ideal for business users, data analysts, business analysts, business intelligence and data warehousing professionals and for anyone who wants to learn Data Mining. You'll be able to: 1. Gain the necessary knowledge of different data mining techniques, so that you can select the right technique for a given data problem and create a general purpose analytics process. 2. Get up and running fast with more than two dozen commonly used powerful algorithms for predictive analytics using practical use cases. 3. Implement a simple step-by-step process for predicting an outcome or discovering hidden relationships from the data using RapidMiner, an open source GUI based data mining tool Predictive analytics and Data Mining techniques covered: Exploratory Data Analysis, Visualization, Decision trees, Rule induction, k-Nearest Neighbors, Naïve Bayesian, Artificial Neural Networks, Support Vector machines, Ensemble models, Bagging, Boosting, Random Forests, Linear regression, Logistic regression, Association analysis using Apriori and FP Growth, K-Means clustering, Density based clustering, Self Organizing Maps, Text Mining, Time series forecasting, Anomaly detection and Feature selection. Implementation files can be downloaded from the book companion site at www.LearnPredictiveAnalytics.com Demystifies data mining concepts with easy to understand language Shows how to get up and running fast with 20 commonly used powerful techniques for predictive analysis Explains the process of using open source RapidMiner tools Discusses a simple 5 step process for implementing algorithms that can be used for performing predictive analytics Includes practical use cases and examples

Basic Guide to Master Data Analytics Createspace Independent Publishing Platform Predictive analytics has revolutionized marketing practice. It involves using many techniques from data mining, statistics, modelling, machine learning and artificial intelligence, to analyse current data and make predictions about unknown future events. In business terms, this enables companies to forecast consumer behaviour and much more. Predictive Analytics for Marketers will guide marketing professionals on how to apply predictive analytical tools to streamline business practices. Including comprehensive coverage of an array of predictive analytic tools and techniques, this book enables readers to harness patterns from past data, to make accurate and useful predictions that can be converted to business success. Truly global in its approach, the insights these techniques offer can be used to manage resources more effectively across all industries and sectors. Written in clear, non-technical language, Predictive Analytics for Marketers contains case studies from the author's more than 25 years of experience and articles from guest contributors, demonstrating how predictive analytics has been used to successfully achieve a range of business purposes.

Practical Predictive Analytics and Decisioning Systems for Medicine John Wiley & Sons Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective

graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Applied Predictive Analytics Academic Press

Data Analytics for Beginners Your Ultimate Guide To Learn and Master Data Analytics. Get Your Business Intelligence Right - Accelerate Growth and Close More Sales Leading companies must not only compete on faster ROI within the shortest time but also face stiff competition in this digital frontier age with no boundaries but continual evolution. Time is precious and marketing effort is worthless without information knowledge and precision execution. Have you ever pause and wonder why your marketing effort is not as successful as expected? Data analytics could be your answer to turn sales around. Data analytics provides the only hope for fact-based and insightful-driven decisions can help companies manage their strategic, operating and financial performance. That's why it's no longer tenable to ignore data analytics. This book has been written with a beginner in mind. If that sound good, you just need to pick this book up and get ready to dive into the basic of Data Analytics What you will learn in Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analytics. Get Your Business Intelligence Right - Accelerate Growth and Close More Sales You will be expose to the big picture of Business Intelligence Data Analytics and its competitive advantages You will learn what are the different types of Data Analytics You will what is data mining in details and how can it work for you You will have a practical introduction on the four important steps in Data Analytics and explore the data analytics patterns BONUS #1: 3 Case Studies on how companies implemented BI and Data Analytics to spur new growth in their business. BONUS #2: A NEW exciting frontier for Data Analytics And many more.. This Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analytics. Get Your Business Intelligence Right - Accelerate Growth and Close More Sales is your must have guide to open up the possibility of data analysis could matters to your business. Download Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analytics. Get Your Business Intelligence Right - Accelerate Growth and Close More Sales The Bottom Line: Most businesses are sitting on their huge sales or traffic data and doing nothing about them. If they have ever thought of diving deeper into the data, potential "goldmines" could be discover and within easy reach. What are you waiting for? Start today by making the smartest investment you could possibly make. An investment in yourself, your knowledge and your growth. Don't hesitate to pick up your copy today by clicking the BUY NOW button at the top of this page!

Fundamentals of Machine Learning for Predictive Data Analytics, second edition Kogan Page Publishers

Get ahead of the curve—learn about big data on the blockchain Blockchain came to prominence as the disruptive technology that made cryptocurrencies work. Now, data pros are using blockchain technology for faster real-time analysis, better data security, and more accurate predictions. Blockchain Data Analytics For Dummies is your quick-start guide to harnessing the potential of blockchain. Inside this book, technologists, executives, and data managers will find information and inspiration to adopt blockchain as a big data tool. Blockchain expert Michael G. Solomon shares his insight on what the blockchain is and how this new tech is poised to disrupt data. Set your organization on the cutting edge of analytics, before your competitors get there! Learn how blockchain technologies work and how they can integrate with big data Discover the power and potential of blockchain analytics Establish data models and quickly mine for insights and results Create data visualizations from blockchain analysis Discover how blockchains are disrupting the data world with this exciting title in the trusted For Dummies line!

Data Analytics for Beginners John Wiley & Sons

"This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience"--

Predictive Analytics Springer

The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. 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. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning.

Business Analysis For Dummies John Wiley & Sons

Your logical, linear guide to the fundamentals of data science programming Data science is exploding—in a good way—with a forecast of 1.7 megabytes of new information created every second for each human being on the planet by 2020 and 11.5 million job openings by 2026. It clearly pays dividends to be in the know. This friendly guide charts a path through the fundamentals of data science and then delves into the actual work: linear regression, logical regression, machine learning, neural networks, recommender engines, and cross-validation of models. Data Science Programming All-In-One For Dummies is a compilation of the key data science, machine learning, and deep learning programming languages: Python and R. It helps you decide which programming languages are best for specific data science needs. It also gives you the guidelines to build your own projects to solve problems in real time. Get grounded: the ideal start for new data professionals What lies ahead: learn about specific areas that data is transforming Be meaningful: find out how to tell your data story See clearly: pick up the art of visualization Whether you're a beginning student or already mid-career, get your copy now and add even more meaning to your life—and everyone else's!

Data Mining For Dummies John Wiley & Sons

Make personalized marketing a reality with this practical guide to predictive analytics Predictive Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization Deliver a more personalized marketing experience Automate predictive analytics with machine learning technology

Base marketing decisions on concrete data rather than unproven ideas Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience.

Informatics Accuracy and Cost-Effectiveness for Healthcare Administration and Delivery Including Medical Research Createspace Independent Publishing Platform

Predictive Analytics For Dummies John Wiley & Sons

Your Ultimate Guide to Learn and Master Data Analysis - Get Your Business Intelligence Right and Accelerate Growth John Wiley & Sons

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 modeling. It explains the algorithmic details behind each technique (including underlying assumptions and mathematical formulations) and shows how to prepare and encode data, select variables, use model goodness measures, normalize odds, and perform reject inference. Web Resource The book's website at www.DataMinerXL.com offers the DataMinerXL software for building predictive models. The site also includes more examples and information on modeling.

Predictive Marketing MIT Press

Combine business sense, statistics, and computers in a new and intuitive way, thanks to Big Data Predictive analytics is a branch of data mining that helps predict probabilities and trends. Predictive Analytics For Dummies explores the power of predictive analytics and how you can use it to make valuable predictions for your business, or in fields such as advertising, fraud detection, politics, and others. This practical book does not bog you down with loads of mathematical or scientific theory, but instead helps you quickly see how to use the right algorithms and tools to collect and analyze data and apply it to make predictions. Topics include using structured and unstructured data, building models, creating a predictive analysis roadmap, setting realistic goals, budgeting, and much more. Shows readers how to use Big Data and data mining to discover patterns and make predictions for tech-savvy businesses Helps readers see how to shepherd predictive analytics projects through their companies Explains just enough of the science and math, but also focuses on practical issues such as protecting project budgets, making good presentations, and more Covers nuts-and-bolts topics including predictive analytics basics, using structured and unstructured data, data mining, and algorithms and techniques for analyzing data Also covers clustering, association, and statistical models; creating a predictive analytics roadmap; and applying predictions to the web, marketing, finance, health care, and elsewhere Propose, produce, and protect predictive analytics projects through your company with Predictive Analytics For Dummies.

Demand Prediction in Retail Predictive Analytics For Dummies

Maximize performance with better data Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset—your people—and this book shows you how to collect data, analyze that data, and then apply your findings to create a happier and more engaged workforce. Start a people analytics project Work with qualitative data Collect data via communications Find the right tools and approach for analyzing data If your organization is ready to better understand why high performers leave, why one department has more personnel issues than another, and why employees violate, People Analytics For Dummies makes it easier.

Easy Ways Every Marketer Can Use Customer Analytics and Big Data John Wiley & Sons

DATA ANALYTICS FOR BEGINNER: IN ORDER TO SUCEED IN TODAY'S'S FAST PACE BUSINESS

ENVIRONEMNT, YOU NEED TO MASTER DATA ANALYTICS. Data Analytics is the most powerful tool to

analyze today's business environment and to predict future developments. Is it not the dream of every business owner to know exactly what the customer will buy in 6 months or what the new product hype will look like in your OWN industry? Data Analytics is the tool that will bring you answers to these questions. Here's why Data Analytics for Beginners will bring your business to a complete new level: How you can use data analytics to improve your business How to plan data analysis to know exactly what your target group wants How to implement descriptive analysis You will learn the exact techniques that are required to master Data Analytics Our customer's feedback I am the owner of a home supplies shop with 15 employees and this book improved the sales by 18,5% during the last 3 months. Richard S., Boston. Data Analytics for Beginners was a eye opener for me and my business. With this book I research all of my products on sale and my skills about the market I am in enhanced drastically. I can recommend this book to everyone that is planning to improve the business. Anamda R., Sacramento. During my IT studies this book supported me a lot with anlysis about future business trends. This book has a easy to understand writing style without any expert language. In other words: every beginner can work with this book right away. Thomas E., Baltimore. Here's what you will get Planning a Study Surveys Experiments Gathering Data How to select useful samples Avoiding Bias in Data Sets Descriptive Analysis Mean Median Mode Variance Standard Deviation Coefficient of Variation Pie Charts How to create Pie Charts in Excel Bar Graphs How to Create Bar Charts in Excel Time Charts and Line Charts How to create a time chart in excel How to create a line chart in excel Histograms How to create a histogram in Excel Scatter Plots How to create a Scatter Chart in Excel Business Intelligence Data Analytics in Business and Industry

Predictive Analytics and Data Mining Pearson Education

In Predictive Analytics: Data Mining, Machine Learning and Data Science for Practitioners, Dr. Dursun Delen illuminates state-of-the-art best practices for predictive analytics for students. Using predictive analytics techniques, students can uncover hidden patterns and correlations in their data, and leverage this insight to improve a wide range of business decisions. Delen's holistic approach covers all this, and more: Data mining processes, methods, and techniques The role and management of data Predictive analytics tools and metrics Techniques for text and web mining, and for sentiment analysis Integration with cutting-edge Big Data approaches Throughout, Delen promotes understanding by presenting numerous conceptual illustrations, motivational success stories, failed projects that teach important lessons, and simple, hands-on tutorials that set this guide apart from competitors.

People Analytics For Dummies Morgan Kaufmann

Over the past decade, Big Data have become ubiquitous in all economic sectors, scientific disciplines, and human activities. They have led to striking technological advances, affecting all human experiences. Our ability to manage, understand, interrogate, and interpret such extremely large, multisource, heterogeneous, incomplete, multiscale, and incongruent data has not kept pace with the rapid increase of the volume, complexity and proliferation of the deluge of digital information. There are three reasons for this shortfall. First, the volume of data is increasing much faster than the corresponding rise of our computational processing power (Kryder's law > Moore's law). Second, traditional discipline-bounds inhibit expeditious progress. Third, our education and training activities have fallen behind the accelerated trend of scientific, information, and communication advances. There are very few rigorous instructional resources, interactive learning materials, and dynamic training environments that support active data science learning. The textbook balances the mathematical foundations with dexterous demonstrations and examples of data, tools, modules and workflows that serve as pillars for the urgently needed bridge to close that supply and demand predictive analytic skills gap. Exposing the enormous opportunities presented by the tsunami of Big data, this textbook aims to identify specific knowledge gaps, educational barriers, and workforce readiness deficiencies. Specifically, it focuses on the development of a transdisciplinary curriculum integrating modern computational methods, advanced data science techniques, innovative biomedical applications, and impactful health analytics. The content of this graduate-level textbook fills a substantial gap in integrating modern engineering concepts, computational algorithms, mathematical optimization, statistical computing and biomedical inference. Big data analytic techniques and predictive scientific methods demand broad transdisciplinary knowledge, appeal to an extremely wide spectrum of readers/learners, and provide incredible opportunities for engagement throughout the academy, industry, regulatory and funding agencies. The two examples below demonstrate the powerful need for scientific knowledge, computational abilities, interdisciplinary expertise, and modern technologies necessary to achieve desired outcomes (improving human health and optimizing future return on investment). This can only be achieved by appropriately trained teams of researchers who can develop robust decision support systems using modern techniques and effective end-to-end protocols, like the ones described in this textbook. • A geriatric neurologist is examining a patient complaining of gait imbalance and posture instability. To determine if the patient may suffer from Parkinson's disease, the physician acquires clinical, cognitive, phenotypic, imaging, and genetics data (Big Data). Most clinics and healthcare centers are not equipped with skilled data analytic teams that can wrangle, harmonize and interpret such complex datasets. A learner that completes a course of study using

this textbook will have the competency and ability to manage the data, generate a protocol for deriving biomarkers, and provide an actionable decision support system. The results of this protocol will help the physician understand the entire patient dataset and assist in making a holistic evidence-based, data-driven, clinical diagnosis. • To improve the return on investment for their shareholders, a healthcare manufacturer needs to forecast the demand for their product subject to environmental, demographic, economic, and bio-social sentiment data (Big Data). The organization's data-analytics team is tasked with developing a protocol that identifies, aggregates, harmonizes, models and analyzes these heterogeneous data elements to generate a trend forecast. This system needs to provide an automated, adaptive, scalable, and reliable prediction of the optimal investment, e.g., R&D allocation, that maximizes the company's bottom line. A reader that complete a course of study using this textbook will be able to ingest the observed structured and unstructured data, mathematically represent the data as a computable object, apply appropriate model-based and model-free prediction techniques. The results of these techniques may be used to forecast the expected relation between the company's investment, product supply, general demand of healthcare (providers and patients), and estimate the return on initial investments.

Predictive Analytics "O'Reilly Media, Inc."

A guide to the principles and methods of data analysis that does not require knowledge of statistics or programming A General Introduction to Data Analytics is an essential guide to understand and use data analytics. This book is written using easy-to-understand terms and does not require familiarity with statistics or programming. The authors—noted experts in the field—highlight an explanation of the intuition behind the basic data analytics techniques. The text also contains exercises and illustrative examples. Thought to be easily accessible to non-experts, the book provides motivation to the necessity of analyzing data. It explains how to visualize and summarize data, and how to find natural groups and frequent patterns in a dataset. The book also explores predictive tasks, be them classification or regression. Finally, the book discusses popular data analytic applications, like mining the web, information retrieval, social network analysis, working with text, and recommender systems. The learning resources offer: A guide to the reasoning behind data mining techniques A unique illustrative example that extends throughout all the chapters Exercises at the end of each chapter and larger projects at the end of each of the text's two main parts Together with these learning resources, the book can be used in a 13-week course guide, one chapter per course topic. The book was written in a format that allows the understanding of the main data analytics concepts by non-mathematicians, non-statisticians and non-computer scientists interested in getting an introduction to data science. A General Introduction to Data Analytics is a basic guide to data analytics written in highly accessible terms.

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