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Bio-inspired Algorithms for Data Streaming and Visualization, Big Data Management, and Fog Computing

Advanced Customer Analytics
The Best Service is No Service
Data Science Fundamentals and Practical Approaches
Machine Learning for Healthcare Analytics Projects
Encyclopedia of Data Science and Machine Learning
Using the ISO 56002 Innovation Management System
Big Data
Big Data Analytics

*Customer Analytics
Using Deep Learning
With Keras To*

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LOGAN AVA

Big Data, IoT, and Machine Learning John Wiley & Sons

Advanced Customer Analytics provides a clear guide to the specific analytical challenges faced by the retail sector. The book covers the nature and scale of data obtained in transactions, relative

proximity to the consumer and the need to monitor customer behaviour across multiple channels. The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design. A practical, no-nonsense approach to complex scenarios is taken throughout, breaking down tasks into

easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. Advanced Customer Analytics does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards making the right choices for analysing their data. Online resources include a selection of datasets to support specific chapters.

Predictive Marketing CRC Press
Analytics and artificial intelligence (AI), what are they good for? The bandwagon keeps answering, absolutely everything! Analytics and artificial intelligence have captured the attention of everyone from top executives to the person in the street. While these disciplines have a relatively long history, within the last ten or so years they have exploded into

corporate business and public consciousness. Organizations have rushed to embrace data-driven decision making. Companies everywhere are turning out products boasting that "artificial intelligence is included." We are indeed living in exciting times. The question we need to ask is, do we really know how to get business value from these exciting tools? Unfortunately, both the analytics and AI communities have not done a great job in collaborating and communicating with each other to build the necessary synergies. This book bridges the gap between these two critical fields. The book begins by explaining the commonalities and differences in the fields of data science, artificial intelligence, and autonomy by giving a historical perspective for each of

these fields, followed by exploration of common technologies and current trends in each field. The book also introduces readers to applications of deep learning in industry with an overview of deep learning and its key architectures, as well as a survey and discussion of the main applications of deep learning. The book also presents case studies to illustrate applications of AI and analytics. These include a case study from the healthcare industry and an investigation of a digital transformation enabled by AI and analytics transforming a product-oriented company into one delivering solutions and services. The book concludes with a proposed AI-informed data analytics life cycle to be applied to unstructured data.

[Advanced Data Analytics Using Python](#)

Academic Press

Gain a broad foundation of advanced data analytics concepts and discover the recent revolution in databases such as Neo4j, Elasticsearch, and MongoDB. This book discusses how to implement ETL techniques including topical crawling, which is applied in domains such as high-frequency algorithmic trading and goal-oriented dialog systems. You'll also see examples of machine learning concepts such as semi-supervised learning, deep learning, and NLP.

[Advanced Data Analytics Using Python](#) also covers important traditional data analysis techniques such as time series and principal component analysis. After reading this book you will have experience of every technical aspect of an analytics project. You'll get to know

the concepts using Python code, giving you samples to use in your own projects. What You Will Learn Work with data analysis techniques such as classification, clustering, regression, and forecasting Handle structured and unstructured data, ETL techniques, and different kinds of databases such as Neo4j, Elasticsearch, MongoDB, and MySQL Examine the different big data frameworks, including Hadoop and Spark Discover advanced machine learning concepts such as semi-supervised learning, deep learning, and NLP Who This Book Is For Data scientists and software developers interested in the field of data analytics.

**Emerging Multi-Modalities
Healthcare Analytics Using Machine
Learning** Routledge

Learn the basics of Data Science through an easy to understand conceptual framework and immediately practice using RapidMiner platform. Whether you are brand new to data science 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 Science has become an essential tool to extract value from data for any organization that collects, stores and processes data as part of its operations. This book is ideal for business users, data analysts, business analysts, engineers, and analytics professionals and for anyone who works with data. You'll be able to: - Gain the necessary knowledge of different data science techniques to

extract value from data. - Master the concepts and inner workings of 30 commonly used powerful data science algorithms. - Implement step-by-step data science process using using RapidMiner, an open source GUI based data science platform Data Science techniques covered: Exploratory data analysis, Visualization, Decision trees, Rule induction, k-nearest neighbors, Naïve Bayesian classifiers, Artificial neural networks, Deep learning, Support vector machines, Ensemble models, Random forests, Regression, Recommendation engines, Association analysis, K-Means and Density based clustering, Self organizing maps, Text mining, Time series forecasting, Anomaly detection, Feature selection and more... - Contains fully updated

content on data science, including tactics on how to mine business data for information - Presents simple explanations for over twenty powerful data science techniques - Enables the practical use of data science algorithms without the need for programming - Demonstrates processes with practical use cases - Introduces each algorithm or technique and explains the workings of a data science algorithm in plain language - Describes the commonly used setup options for the open source tool RapidMiner

Data Intelligence and Cognitive Informatics Addison-Wesley Professional

The Machine Age of Customer Insight demonstrates the impact of machine learning and data analytics, combining

an academic state-of-the-art overview of machine learning with cases from well-known companies. These cases show the opportunities and challenges of the transformation process for business and for customer insights more specifically.

Digital Business Strategy BoD – Books on Demand

This book is designed to meet the needs of CFOs, accounting and financial professionals interested in leveraging the power of data-driven customer insights in management accounting and financial reporting systems. While academic research in Marketing has developed increasingly sophisticated analytical tools, the role of customer analytics as a source of value creation from an Accounting and Finance perspective has received limited

attention. The authors aim to fill this gap by blending interdisciplinary academic rigor with practical insights from real-world applications. Readers will find thorough coverage of advanced customer accounting concepts and techniques, including the calculation of customer lifetime value and customer equity for internal decision-making and for external financial reporting and valuation. Beyond a professional audience, the book will serve as ideal companion reading for students enrolled in undergraduate, graduate, or MBA courses.

Fundamentals of Machine Learning for Predictive Data Analytics, second edition
CRC Press

The book is a collection of peer-reviewed best selected research papers presented

at the International Conference on Data Intelligence and Cognitive Informatics (ICDICI 2021), organized by SCAD College of Engineering and Technology, Tirunelveli, India, during July 6–7, 2022. This book discusses new cognitive informatics tools, algorithms and methods that mimic the mechanisms of the human brain which lead to an impending revolution in understating a large amount of data generated by various smart applications. The book includes novel work in data intelligence domain which combines with the increasing efforts of artificial intelligence, machine learning, deep learning and cognitive science to study and develop a deeper understanding of the information processing systems. Creating Value with Data Analytics in

Marketing MIT Press

This book presents deep learning techniques, concepts, and algorithms to classify and analyze big data. Further, it offers an introductory level understanding of the new programming languages and tools used to analyze big data in real-time, such as Hadoop, SPARK, and GRAPHX. Big data analytics using traditional techniques face various challenges, such as fast, accurate and efficient processing of big data in real-time. In addition, the Internet of Things is progressively increasing in various fields, like smart cities, smart homes, and e-health. As the enormous number of connected devices generate huge amounts of data every day, we need sophisticated algorithms to deal, organize, and classify this data in less

processing time and space. Similarly, existing techniques and algorithms for deep learning in big data field have several advantages thanks to the two main branches of the deep learning, i.e. convolution and deep belief networks. This book offers insights into these techniques and applications based on these two types of deep learning. Further, it helps students, researchers, and newcomers understand big data analytics based on deep learning approaches. It also discusses various machine learning techniques in concatenation with the deep learning paradigm to support high-end data processing, data classifications, and real-time data processing issues. The classification and presentation are kept quite simple to help the readers and

students grasp the basics concepts of various deep learning paradigms and frameworks. It mainly focuses on theory rather than the mathematical background of the deep learning concepts. The book consists of 5 chapters, beginning with an introductory explanation of big data and deep learning techniques, followed by integration of big data and deep learning techniques and lastly the future directions.

Data Science for Marketing Analytics
Apress

In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service,

they assert, is only needed when a company does something wrong—eliminating the need for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure what they need to do to eliminate the demand. The Best Service Is No Service outlines these seven principles to deliver the best service that ultimately leads to "no service":
Eliminate dumb contacts
Create engaging self-service
Be proactive
Make it easy to contact your company
Own the actions across the company
Listen and act
Deliver great service experiences

Deep Learning Techniques and Optimization Strategies in Big Data Analytics
Notion Press

The idea behind this book is to simplify

the journey of aspiring readers and researchers to understand Big Data, IoT and Machine Learning. It also includes various real-time/offline applications and case studies in the fields of engineering, computer science, information security and cloud computing using modern tools. This book consists of two sections: Section I contains the topics related to Applications of Machine Learning, and Section II addresses issues about Big Data, the Cloud and the Internet of Things. This brings all the related technologies into a single source so that undergraduate and postgraduate students, researchers, academicians and people in industry can easily understand them. Features
Addresses the complete data science technologies workflow
Explores basic and high-level concepts

and services as a manual for those in the industry and at the same time can help beginners to understand both basic and advanced aspects of machine learning. Covers data processing and security solutions in IoT and Big Data applications. Offers adaptive, robust, scalable and reliable applications to develop solutions for day-to-day problems. Presents security issues and data migration techniques of NoSQL databases.

[Deep Learning for Data Analytics](#) MIT Press

The beating heart of any product or service business is returning clients. Don't let your hard-won customers vanish, taking their money with them. In *Fighting Churn with Data* you'll learn powerful data-driven techniques to maximize customer retention and

minimize actions that cause them to stop engaging or unsubscribe altogether. Summary The beating heart of any product or service business is returning clients. Don't let your hard-won customers vanish, taking their money with them. In *Fighting Churn with Data* you'll learn powerful data-driven techniques to maximize customer retention and minimize actions that cause them to stop engaging or unsubscribe altogether. This hands-on guide is packed with techniques for converting raw data into measurable metrics, testing hypotheses, and presenting findings that are easily understandable to non-technical decision makers. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

About the technology Keeping customers active and engaged is essential for any business that relies on recurring revenue and repeat sales. Customer turnover—or “churn”—is costly, frustrating, and preventable. By applying the techniques in this book, you can identify the warning signs of churn and learn to catch customers before they leave.

About the book Fighting Churn with Data teaches developers and data scientists proven techniques for stopping churn before it happens. Packed with real-world use cases and examples, this book teaches you to convert raw data into measurable behavior metrics, calculate customer lifetime value, and improve churn forecasting with demographic data. By following Zuora Chief Data Scientist Carl Gold’s methods, you’ll reap

the benefits of high customer retention.

What's inside Calculating churn metrics Identifying user behavior that predicts churn Using churn reduction tactics with customer segmentation Applying churn analysis techniques to other business areas Using AI for accurate churn forecasting About the reader For readers with basic data analysis skills, including Python and SQL. About the author Carl Gold (PhD) is the Chief Data Scientist at Zuora, Inc., the industry-leading subscription management platform.

Table of Contents: PART 1 - BUILDING YOUR ARSENAL 1 The world of churn 2 Measuring churn 3 Measuring customers 4 Observing renewal and churn PART 2 - WAGING THE WAR 5 Understanding churn and behavior with metrics 6 Relationships between customer

behaviors 7 Segmenting customers with advanced metrics PART 3 - SPECIAL WEAPONS AND TACTICS 8 Forecasting churn 9 Forecast accuracy and machine learning 10 Churn demographics and firmographics 11 Leading the fight against churn

Artificial Intelligence and Machine Learning in Business Management

Walter de Gruyter GmbH & Co KG
Use Product Analytics to Understand Consumer Behavior and Change It at Scale Product Analytics is a complete, hands-on guide to generating actionable business insights from customer data. Experienced data scientist and enterprise manager Joanne Rodrigues introduces practical statistical techniques for determining why things happen and how to change what people

do at scale. She complements these with powerful social science techniques for creating better theories, designing better metrics, and driving more rapid and sustained behavior change. Writing for entrepreneurs, product managers/marketers, and other business practitioners, Rodrigues teaches through intuitive examples from both web and offline environments. Avoiding math-heavy explanations, she guides you step by step through choosing the right techniques and algorithms for each application, running analyses in R, and getting answers you can trust. Develop core metrics and effective KPIs for user analytics in any web product Truly understand statistical inference, and the differences between correlation and causation Conduct more effective A/B

tests Build intuitive predictive models to capture user behavior in products Use modern, quasi-experimental designs and statistical matching to tease out causal effects from observational data Improve response through uplift modeling and other sophisticated targeting methods Project business costs/subgroup population changes via advanced demographic projection Whatever your product or service, this guide can help you create precision-targeted marketing campaigns, improve consumer satisfaction and engagement, and grow revenue and profits. Register your book for convenient access to downloads, updates, and/or corrections as they become available. See inside book for details.

Data Science CRC Press

Learn Big Data from the ground up with this complete and up-to-date resource from leaders in the field Big Data: Concepts, Technology, and Architecture delivers a comprehensive treatment of Big Data tools, terminology, and technology perfectly suited to a wide range of business professionals, academic researchers, and students. Beginning with a fulsome overview of what we mean when we say, “Big Data,” the book moves on to discuss every stage of the lifecycle of Big Data. You’ll learn about the creation of structured, unstructured, and semi-structured data, data storage solutions, traditional database solutions like SQL, data processing, data analytics, machine learning, and data mining. You’ll also discover how specific technologies like

Apache Hadoop, SQOOP, and Flume work. Big Data also covers the central topic of big data visualization with Tableau, and you'll learn how to create scatter plots, histograms, bar, line, and pie charts with that software. Accessibly organized, Big Data includes illuminating case studies throughout the material, showing you how the included concepts have been applied in real-world settings. Some of those concepts include: The common challenges facing big data technology and technologists, like data heterogeneity and incompleteness, data volume and velocity, storage limitations, and privacy concerns Relational and non-relational databases, like RDBMS, NoSQL, and NewSQL databases Virtualizing Big Data through encapsulation, partitioning, and

isolating, as well as big data server virtualization Apache software, including Hadoop, Cassandra, Avro, Pig, Mahout, Oozie, and Hive The Big Data analytics lifecycle, including business case evaluation, data preparation, extraction, transformation, analysis, and visualization Perfect for data scientists, data engineers, and database managers, Big Data also belongs on the bookshelves of business intelligence analysts who are required to make decisions based on large volumes of information. Executives and managers who lead teams responsible for keeping or understanding large datasets will also benefit from this book.

Consumer Behavior and Marketing

Springer

Data Science and Machine Learning are

in high demand, as customers are increasingly looking for ways to glean insights from all their data. More customers now realize that Business Intelligence is not enough as the volume, speed and complexity of data now defy traditional analytics tools. While Business Intelligence addresses descriptive and diagnostic analysis, Data Science unlocks new opportunities through predictive and prescriptive analysis. The purpose of this book is to provide a gentle and instructionally organized introduction to the field of data science and machine learning, with a focus on building and deploying predictive models. The book also provides a thorough overview of the Microsoft Azure Machine Learning service using task oriented descriptions

and concrete end-to-end examples, sufficient to ensure the reader can immediately begin using this important new service. It describes all aspects of the service from data ingress to applying machine learning and evaluating the resulting model, to deploying the resulting model as a machine learning web service. Finally, this book attempts to have minimal dependencies, so that you can fairly easily pick and choose chapters to read. When dependencies do exist, they are listed at the start and end of the chapter. The simplicity of this new service from Microsoft will help to take Data Science and Machine Learning to a much broader audience than existing products in this space. Learn how you can quickly build and deploy sophisticated predictive models as

machine learning web services with the new Azure Machine Learning service from Microsoft.

Data Analytics and AI Simon and Schuster

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.
Machine Learning and Deep Learning in

Medical Data Analytics and Healthcare Applications Manning Publications
This Edited Volume "Consumer Behavior and Marketing" is a collection of reviewed and relevant research chapters, offering a comprehensive overview of recent developments in the field of psychology. The book comprises single chapters authored by various researchers and edited by an expert active in the research area. All chapters are complete in itself but united under a common research study topic. This publication aims at providing a thorough overview of the latest research efforts by international authors and open new possible research paths for further novel developments.
The Machine Age of Customer Insight
John Wiley & Sons

Machine Learning and Deep Learning in Medical Data Analytics and Healthcare Applications introduces and explores a variety of schemes designed to empower, enhance, and represent multi-institutional and multi-disciplinary machine learning (ML) and deep learning (DL) research in healthcare paradigms. Serving as a unique compendium of existing and emerging ML/DL paradigms for the healthcare sector, this book demonstrates the depth, breadth, complexity, and diversity of this multi-disciplinary area. It provides a comprehensive overview of ML/DL algorithms and explores the related use cases in enterprises such as computer-aided medical diagnostics, drug discovery and development, medical imaging, automation, robotic surgery,

electronic smart records creation, outbreak prediction, medical image analysis, and radiation treatments. This book aims to endow different communities with the innovative advances in theory, analytical results, case studies, numerical simulation, modeling, and computational structuring in the field of ML/DL models for healthcare applications. It will reveal different dimensions of ML/DL applications and will illustrate their use in the solution of assorted real-world biomedical and healthcare problems. Features: Covers the fundamentals of ML and DL in the context of healthcare applications Discusses various data collection approaches from various sources and how to use them in ML/DL models Integrates several aspects of AI-

based computational intelligence such as ML and DL from diversified perspectives which describe recent research trends and advanced topics in the field. Explores the current and future impacts of pandemics and risk mitigation in healthcare with advanced analytics. Emphasizes feature selection as an important step in any accurate model simulation where ML/DL methods are used to help train the system and extract the positive solution implicitly. This book is a valuable source of information for researchers, scientists, healthcare professionals, programmers, and graduate-level students interested in understanding the applications of ML/DL in healthcare scenarios. Dr. Om Prakash Jena is an Assistant Professor in the Department of Computer Science,

Ravenshaw University, Cuttack, Odisha, India. Dr. Bharat Bhushan is an Assistant Professor of Department of Computer Science and Engineering (CSE) at the School of Engineering and Technology, Sharda University, Greater Noida, India. Dr. Utku Kose is an Associate Professor in Suleyman Demirel University, Turkey. *Fighting Churn with Data* Advanced Data Analytics Using Python. Digital transformation is a must. Consumers have fully embraced the digital age, and companies have followed suit, deploying programs to adapt to the rapidly evolving marketplace. But the pace of technological change is such that digital trends are shaping the future, revolutionizing the business world and turning it on its head. How can business

leaders operate, innovate and thrive in the present and future digital market? Digital Business Strategy - How to Design, Build and Future-Proof a Business in the Digital Age provides a practical step-by-step guide with frameworks, examples and real-world guidance to break down what is required to deliver complex business transformation. Six comprehensive sections delve into: understanding the drivers of the digital age, how to develop a digital strategy, the core competencies of a digital business, how to execute transformational change and build a digital culture, how to deliver value today while creating opportunities for tomorrow through ambidextrous roadmap planning and execution techniques, and preparing for the next

wave of innovation. Digital Business Strategy is for C-Suite leaders, first-line management, entrepreneurs, SME business owners and students; anyone interested in shaping their team, business, service or proposition to be digitally sustainable and resilient in the present and future digital era. Computational Analysis and Deep Learning for Medical Care Routledge Artificial Intelligence and Machine Learning in Business Management The focus of this book is to introduce artificial intelligence (AI) and machine learning (ML) technologies into the context of business management. The book gives insights into the implementation and impact of AI and ML to business leaders, managers, technology developers, and implementers. With the maturing use of

AI or ML in the field of business intelligence, this book examines several projects with innovative uses of AI beyond data organization and access. It follows the Predictive Modeling Toolkit for providing new insight on how to use improved AI tools in the field of business. It explores cultural heritage values and risk assessments for mitigation and conservation and discusses on-shore and off-shore technological capabilities with spatial tools for addressing marketing and retail strategies, and insurance and healthcare systems. Taking a multidisciplinary approach for using AI, this book provides a single comprehensive reference resource for undergraduate, graduate, business professionals, and related disciplines. Analytics for Business Success Packt

Publishing Ltd

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.

Best Sellers - Books :

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- [Things We Hide From The Light \(knockemout Series, 2\)](#)
- [Ugly Love: A Novel](#)
- [Guess How Much I Love You By Sam Mcbratney](#)
- [The Summer I Turned Pretty \(summer I Turned Pretty, The\)](#)
- [Lord Of The Flies By William Golding](#)
- [A Court Of Thorns And Roses \(a Court Of Thorns And Roses, 1\) By Sarah J. Maas](#)
- [Oh, The Places You'll Go!](#)
- [It Ends With Us: A Novel \(1\)](#)