
Description:

Praise for Big Data, Data Mining, and Machine Learning: Value Creation for Business Leaders and Practitioners

We needed this book, an efficient tour guide through the methods and tools of predictive modeling by an expert in the field. There are lots of books that are collections of journalistic success stories in business analytics. There are lots of books that go into the methods of predictive analytics in math-speak. Here we have the high-level tour, but with enough description to understand the guts of each method.

John Sall, Executive Vice President, SAS Institute

Jared Dean provides an interesting and approachable perspective on one of today’s most discussed topics: using big data and analytics to create value for organizations. The combination of simple examples and deep insights make this a vital read for managers who need to have a complete picture of the analytical process and the great potential it unlocks.

Chris Bingham, Philip Hettleman Scholar and Associate Professor of Strategy & Entrepreneurship, The University of North Carolina at Chapel Hill

This book provides excellent coverage of the technical skills needed by analytical consultants in today’s market. The focus on modern methods makes this book relevant for business leaders who want to reap the rewards that analytics can bring to an organization. In my experience, one of the greatest missing links in implementing an analytics–based strategy is a shortage of executives who truly understand analytics—both the capabilities analytics can provide as well as the limitations. This book can help you close that knowledge gap. Jared does an excellent job of making the concepts approachable while giving complete explanations with ample examples.

Mark Pitts, MS, MAcc, Vice President, Enterprise Informatics & Data Analytics, Highmark Health

A wonderful treatise that cuts through the noise about big data and lays out clearly what it is, how it can be integrated with data analytic models, and how companies can leverage it to add value to their business. I am confident this book will be a must read for anyone trying to make sense of how to convert big data into actionable insights for their organization.

Dr. Goutam Chakraborty, Professor (Marketing) and Director of Graduate Certificate in Business Data Mining, Oklahoma State University

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