

# Predictive Business Analytics



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## **Short Description**

**M D U UNIVERSITY Predictive Business Analytics**



## **Description**

**Predictive Business Analytics SOLVED PAPERS AND GUESS**

**Product Details: M D U UNIVERSITY Predictive Business Analytics**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2019-20**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **M D U UNIVERSITY** book solutions now mehta solutions brings top solutions for **M D U UNIVERSITY Predictive Business Analytics REPORT book** contains previous year solved papers plus faculty important questions and answers specially for **M D U UNIVERSITY**.questions and answers are specially design specially for **M D U UNIVERSITY** students .

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## **FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

Predictive Business Analytics

### UNIT-I

Introduction to Predictive Analytics: overview, business intelligence, predictive analytics in relation to business intelligence, statistics, data mining; Big data, importance in decision making; Setting up problem-CRISP-DM, business understanding, Defining data, target variable and measures of success for predictive modelling; Methodology of predictive modelling.

### UNIT-II

Prediction Methods: Linear Regression- best subset selection, forward selection, backward selection, step-wise regression, Cp mallows and adjusted R-square criteria; k-Nearest Neighbours (k-NN); Regression TreesCART,CHAID; Neural Nets- architecture of neural nets, neurons, input layer, hidden layers, output layer.

### UNIT-III

Classification Methods: the naive rule, Naive-Bayes classifier, K-Nearest neighbours, Classification Trees, Neural Nets, Logistic Regression.

### UNIT-IV

Non-supervised Learning: Association Rules- support and confidence, the apriori algorithm, the selection of strong rules; Cluster Analysis- hierarchical methods, optimization and the k-means algorithm, similarity measures, other distance measures. Ensemble Methods: Nelson and Granger-Ramanathan methods for continuous targets, Majority voting for categorical targets, Bagging, Boosting.

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