



## Applied Predictive Modeling: An Overview of Applied Predictive Modeling (Paperback)

By Steven Taylor

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Predictive modeling uses statistics in order to predict  
outcomes. However, predictive modeling can be applied to  
future and to any other kind of unknown event, regardless of  
when it happened. When it comes to the applications of  
predictive modeling, techniques are used in various fields  
including algorithmic trading, uplift modeling, archaeology,  
health care, customer relationship management and many  
others. This book covers the predictive modeling process with  
fundamental steps of the process, data preprocessing, data  
splitting and crucial steps of model tuning and improving  
model performance. Further, the book will introduce you to the  
most common classification and regression techniques  
including logistic regression which is widely used when it  
comes to the finding the probability of event success or event  
failure. You will get to know the common predictive modeling  
techniques as well such as stepwise regression, polynomial  
regression and ridge regression which will help you when you  
are dealing with the data that suffers from very common  
multicollinearity where independent variables are highly  
correlated. The text then provides fundamental steps to  
effective predictive modeling. In the second chapter,...

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