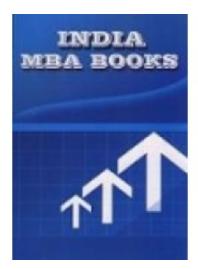
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Predictive Business Analytics

UNIT-I

UNIT1
UNIT1
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 introduces needless of predictive methods on a predictive method of a predictive meth

NRT-I rediction 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 layer untuit layer.

Classification Methods: the naïve rule, Naïve-Bayes classifier, K-Nearest neighbours, Classification Trees, Neural Nets, Logistic Regression

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-Ramanath methods for continuous targets, Majority voting for categorical targets, Reginging, Boosting.