



Predictive analytics on Big Data

CODICE

NOVPABD

DURATA

1 Giorni

PREZZO

650,00€ (iva escl.)

LINGUA

Italiano

MODALITÀ

Virtual Classroom
Corso in aula

SCHEDULAZIONE

- A Richiesta

The course provides an overview of predictive analysis techniques.

The program includes a first part dedicated to machine learning in general, what can be achieved through predictive techniques and what are the phases of the machine learning project.

The course then enters the merits of the most used machine learning algorithms for classification, regression and clustering.

In addition, the techniques for the evaluation and comparison of the predictivim models are widely treated and some examples of use of predictive techniques for the solution of some business problems are also exposed.

PREREQUISITI

Per partecipare con profitto a questo corso è consigliata la partecipazione al corso OEC006 Big Data o conoscenze equivalenti.

DESTINATARI

Il corso è rivolto ad analisti che desiderino approfondire le tematiche legate all'analisi predittiva.

CONTENUTI

Introduction to predictive analytics

- Data Mining and Machine Learning
- Classification, Regression, Clustering, Association
- Use of Predicative Analytics to solve business problems
- The Crisp-Dm process
- Predicative analytics vs prescriptive analytics

The preparation of data

- categorical variables and quantitative variables
- Management of missing values
- Create the input variables
- reduction of dimensionality
- Normalization of data

Algorithms



- Naive Bayes
- Decision Trees
- Support Vector Machines
- Neural Networks
- K-means clustering
- Hierarchical Clustering
- Association Rules (Apriori Algorithm)
- ensemble

The evaluation of the models

- Training & Test Set
- The confusion matrix
- the metrics for the evaluation of the classification
- Roc curves
- Cross validation

Some houses studies

- Churn Analysis
- Fraud Detection
- Marketing Campaign Targeting

Prezzi e corsi potrebbero subire variazioni; si consiglia di verificare sul sito www.novanext.it/training.