



Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

Eric Siegel

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"Mesmerizing & fascinating. . ."

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"The *Freakonomics* of big data."

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Translated into 9 languages

An introduction for everyone

In this rich, fascinating—surprisingly accessible—introduction, leading expert Eric Siegel reveals how predictive analytics works, and how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques.

Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die.

Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections.

How? Prediction is powered by the world's most potent, flourishing *unnatural* resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. *Big data* embodies an extraordinary wealth of experience from which to learn.

Predictive Analytics unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate.

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Jordan Moore:

Spent a free time and energy to be fun activity to do! A lot of people spent their sparetime with their family, or their very own friends. Usually they performing activity like watching television, going to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your free time/ holiday? Might be reading a book can be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of guide that you should read. If you want to consider look for book, may be the publication untitled Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die can be great book to read. May be it might be best activity to you.

Eliza Gold:

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