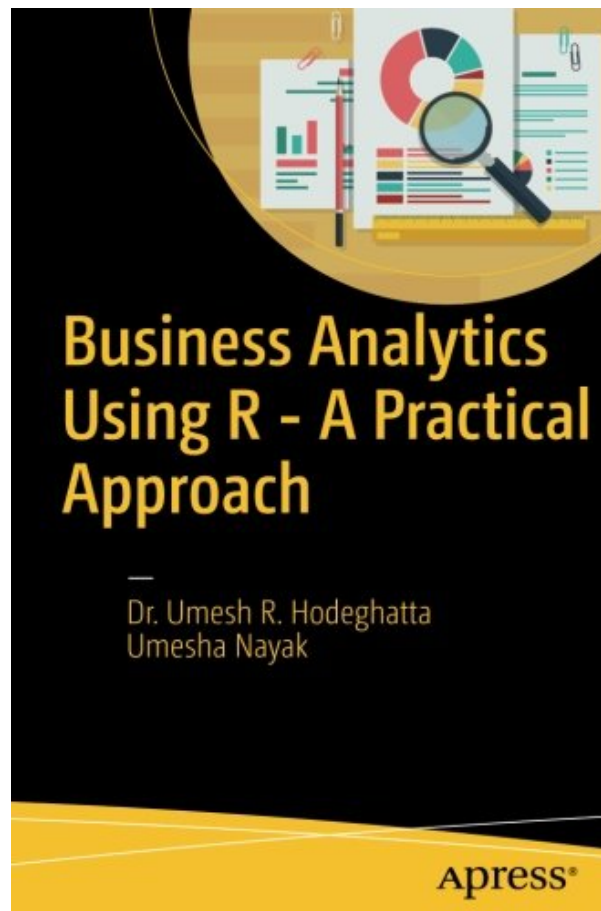
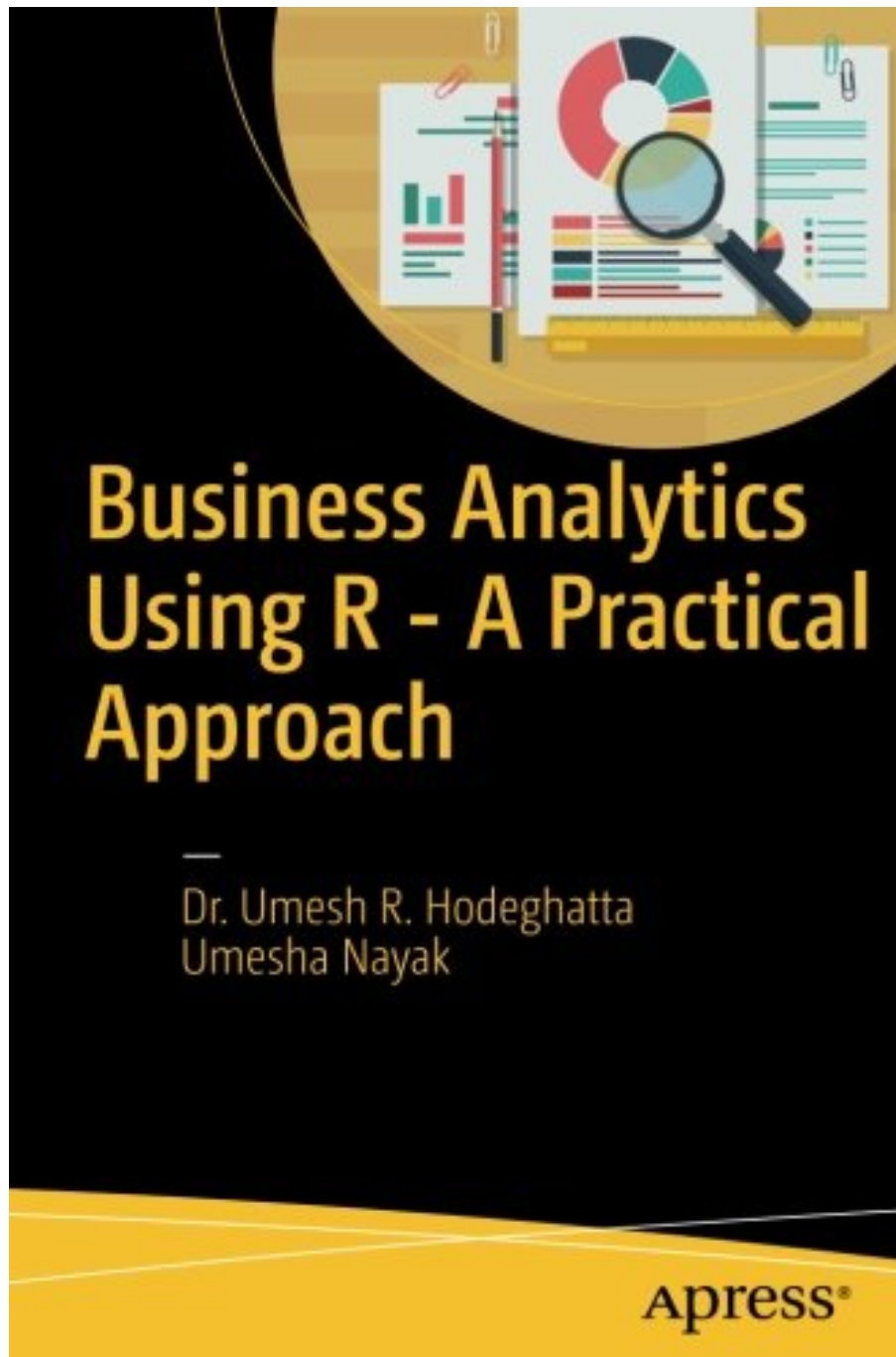


BUSINESS ANALYTICS USING R - A PRACTICAL APPROACH BY UMESH R HODEGHATTA, UMESHA NAYAK



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From the Back Cover

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You will:

- Write R programs to handle data
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- Carry out predictive modeling
- Define a business issue as an analytical problem

About the Author

Umesh R. Hodeghatta, Ph.D.

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What You Will Learn

- Write R programs to handle data
- Build analytical models and draw useful inferences from them
- Discover the basic concepts of data mining and machine learning
- Carry out predictive modeling
- Define a business issue as an analytical problem

Who This Book Is For

Beginners who want to understand and learn the fundamentals of analytics using R. Students, managers, executives, strategy and planning professionals, software professionals, and BI/DW professionals.

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Features

- Business Analytics Using R A Practical Approach

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