

## **SIEGEL PREDICTIVE ANALYTICS**



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Eric Siegel provides predictive analytics services at Prediction Impact, Inc., where predictive modeling and data mining are applied to gain customer intelligence. Eric Siegel is the conference chair of the Predictive Analytics World Conference , the leading event for predictive analytics consumers, managers and commercial practitioners.

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PREDICTIVE ANALYTICS by ERIC SIEGEL Having no previous knowledge of predictive analytics, I was a little afraid this book might leave me bewildered. How wrong I was! My eyes were opened, my interest caught and held throughout this fascinating book.

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Excerpts included with permission of the publisher from Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Revised and Updated Edition (Wiley, January 2016) by Eric Siegel, Ph.D. Siegel is the founder of the Predictive Analytics World conference series which covers both business and government deployment executive editor of The Predictive Analytics Times, and a former computer science professor at Columbia University.

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### **Eric Siegel Founder Predictive Analytics World**

Eric Siegel, Ph.D., founder of the Predictive Analytics World conference series and executive editor of The Predictive Analytics Times, makes the how and why of predictive analytics understandable

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### **Predictive Analytics Summary Eric Siegel PDF Download**

Siegel draws on a number of real-world examples from well-known companies, including Target, Hewlett-Packard and Chase Bank, and he describes his own experience as an expert consultant on predictive analytics. The result is an enlightening, plainly written guide.

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### **Predictive Analytics The Power to Predict Who Will Click**

ERIC SIEGEL, PhD, is the founder of Predictive Analytics World and executive editor of The Predictive

Analytics Times. A former Columbia University professor, he is a renowned speaker, educator, and leader in the field.

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### **Praise for Predictive Analytics World**

Siegel covers predictive analytics from start to nish, bringing it to life and leaving you wanting more. Brian Seeley, Manager, Risk Analytics, Paychex, Inc.

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### **Predictive analytics Wikipedia**

Predictive analytics encompasses a variety of statistical techniques from data mining, predictive modelling, and machine learning, that analyze current and historical facts to make predictions about future or otherwise unknown events.

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### **Book Review Predictive Analytics The Power to Predict**

Siegel assert that predictive analytics is the science that unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals.

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