GLOSSARY

Python: Working with Predictive Analytics

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Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
categorical data	Data that represents characteristics and can be further broken down into nominal or ordinal data
hyperparameter optimization	The ideal set of parameters for a prediction algorithm with optimum performance
normalization	A scaling technique in which values are shifted and rescaled so that they end up ranging between 0 and 1; also known as min-max scaling
numerical data	Data that has meaning of a measurement and can be further broken down into interval and ratio data
standardization	A scaling technique where the values are centered around the mean with a unit standard deviation