Throughout this entire course, I think I have learned various skills and lessons in predictive analytics as a whole. The first aspect that stands out to me is that predictive analytics can come in various forms as we have seen in various case studies, assignments, and our very own projects. Within each of the assignments, case studies, and the various projects, I was able to see how predictive analytics was applied to achieve different results. For example, one concept that continues to keep my attention is the persuasive modeling and its ability to predict whether someone cab be influenced to purchase a product or even perform a certain act instead of the typical sales prediction geared towards the future that business continue to apply at the time. Overall, I think the biggest aspect that I learned was how to further apply predictive models across the entire term. In the past, I had always learned how to develop and design these models in theory; however within this course, I was able to perform multiple versions of trial and error and be able to interact with the feature selection more to witness how the accuracy of the models alters from minor changes in selection with the features. At the same time, I appreciated how we had the opportunity to select which case studies to focus on for each of the weeks that we had them as assignments. It allowed for me to gather more interest and dedication towards them and truly see them through as I was writing out the steps in how to work them out. For instance, I had chosen to do the movie recommendation for the first case study and looking into more oh how to create the case, I was able to see a Netflix competition that was held many years ago to see who can create a model that was able to determine which movies to recommend to customers. It was exciting to see numerous people come together to see who can create the best model that was that could have been only a few more percent points more accurate than the other models that were entered into the competition. Looking more towards the project, I think it was a great idea to allow us to either choose to work independently or with a group to allow for more flexibility for our entire project overall. I know that it definitely helped me throughout the milestones. With the milestones, it allowed us to keep up with the project and be able to see recommendations by our other classmates. For the course, I think the only real obstacle that I came across was being able to determine how to approach selecting which model to employ for my project and being able to find various data sets that would also work with the model that I thought would work best with at the time. But, in the end, I definitely was able to apply and learn across various concepts within this arena of predictive analytics within the world of data science.

References: