Web And Network Data Science

Author : Thomas Miller / **Category :**Computers / **Total Pages** : 384 pages

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Summary : Free web and network data science pdf download - master modern web and network data modeling both theory and applications in web and network data science a top faculty member of northwestern university s prestigious analytics program presents the first fully-integrated treatment of both the business and academic elements of web and network modeling for predictive analytics some books in this field focus either entirely on business issues e g google analytics and seo others are strictly academic covering topics such as sociology complexity theory ecology applied physics and economics this text gives today s managers and students what they really need integrated coverage of concepts principles and theory in the context of real-world applications building on his pioneering web analytics course at northwestern university thomas w miller covers usability testing web site performance usage analysis social media platforms search engine optimization seo and many other topics he balances this practical coverage with accessible and up-to-date introductions to both social network analysis and network science demonstrating how these disciplines can be used to solve real business problems

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