

Week 8

Classification Models

Analytics Modeling Options

	Modeling Method		
	Structured	Visual, Text, Unstructured, etc.	
Descriptive	Cluster analysis, correlation, market basket analysis, sample statistics, ANOVA		Bubble charts, network diagrams, natural language processing, clustering dendograms, etc.
Predictive	Association	Decision Tree	Charts
Quantitative Value	Regression	Regression Trees	Regression plots, scatter plots, Tableau diagrams, trend charts, etc.
Classification	Logistic Regression; Other Categorical Regression Models	Classification Trees	Tree maps, interactive diagrams,
Prescriptive	Operations research, decision modeling, optimization, linear programming		Simulations, etc.



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