Mandatory Fields:

1. **Title name**: R: Machine Learning Techniques

2. **ISBN-13P**:

3**. ISBN-10P**:

4. **ISBN-13E**:

5**. Brand**: Open Source

6. **Web Site Category**: Big Data and Business Intelligence

7. **Print Price**:

8. **Ebook Price**:

9. **PPD / EPD**:

Optional Fields:

1. **Cover Image**: http://www.istockphoto.com/in/vector/flat-line-design-website-banner-of-education-gm515702964-88616919?st=\_p\_machinelearning2.   
  
**Level**: Progressing

3. **Author names**: Raghav Bali, Dipanjan Sarkar, Brett Lantz, Cory Lesmeister

4. **Description**: Data science and machine learning are some of the top buzzwords in the technical world today. From retail stores to Fortune 500 companies, everyone is working hard to making machine learning give them data-driven insights to grow their business. With powerful data manipulation features, machine learning packages, and an active developer community, R empowers users to build sophisticated machine learning systems to solve real-world data problems.

This course will give you solid understanding of design principals with harnessing the power of Machine Learning. You'll learn to solve real-life data related problems with powerful yet simple programming language R.

The course will take you on a data-driven journey that starts with the very basics of R and machine learning and gradually builds upon the concepts to work on projects that tackle real-world problems.

We'll start with getting an understanding of the core concepts and definitions required to appreciate machine learning algorithms and concepts. Building upon the basics, you'll then work on three different projects to apply the concepts of machine learning, following current trends and cover major algorithms as well as popular R packages in detail. These projects have been neatly divided into six different chapters covering the worlds of e-commerce, finance, and social-media, which are at the very core of this data-driven revolution.

After that, you'll discover all the analytical tools you need to gain insights from the complex data and learn how to choose the correct algorithm for your specific needs. Through full engagement with the sort of real-world problems data-wranglers face, you'll learn to apply machine learning methods to deal with common tasks, including classification, prediction, forecasting, market analysis, and clustering.

5. **Tagline**: Gain deep insights to learn the applications of machine learning tools of the industry

6. **Audience**: Aimed for intermediate-to-advanced people (especially data scientist) who are already into the field of data science.

7. **Approach**:

This is an enticing learning path that starts from the very basics to gradually pick up pace as the story unfolds. Each concept is first defined in the larger context of things succinctly, followed by a detailed explanation of their application. Each topic is explained with the help of a project that solves a real real-world problem involving hands-on work thus giving you a deep insight into the world of machine learning.

8. **What You Will Learn**:

* Get to grips with R techniques to clean and prepare your data for analysis, and visualize your results
* Implement R machine learning algorithms from scratch and be amazed to see the algorithms in action
* Solve interesting real-world problems using machine learning and R as the journey unfolds
* Write reusable code and build complete machine learning systems from the ground up
* Harness the power of robust and optimized R packages to work on projects that solve real-world problems in machine learning and data science
* Learn specialized machine learning techniques for text mining, social network data, big data, and more
* Discover the different types of machine learning models and learn which is best to meet your data needs and solve your analysis problems
* Evaluate and improve the performance of machine learning models
* Learn specialized machine learning techniques for text mining, social network data, big data, and more
* Understand why and how to create test and training data sets for analysis
* Familiarize yourself with fundamental learning methods such as linear and logistic regression
* Realize why and how to apply unsupervised learning methods

9. **Key Features**:

* Get to grips with the concepts of machine learning through exciting real-world examples
* Visualize and solve complex problems by using power-packed R constructs and its robust packages for machine learning
* Learn to build your own machine learning system with this example-based practical course

11. **Amazon Keywords**:

R, data science, data mining, machine learning, data analysis, data visualization, big data, decision trees, predictive analysis, sentiment analysis, Naive Bayes, linear regression, support vector machines, k-means clustering, deep learning, text mining, neural networks, social media analysis

12. **BISAC Values**: COM051360 - COMPUTERS / Programming Languages / R  
 COM018000 - COMPUTERS / Data Processing  
 COM051300 - COMPUTERS / Programming / Algorithms

13. **Page Count:** 1100

14. **Series**: Mastering