Predictive Modeling

Analytics Vidhya
Learn everything about analytics

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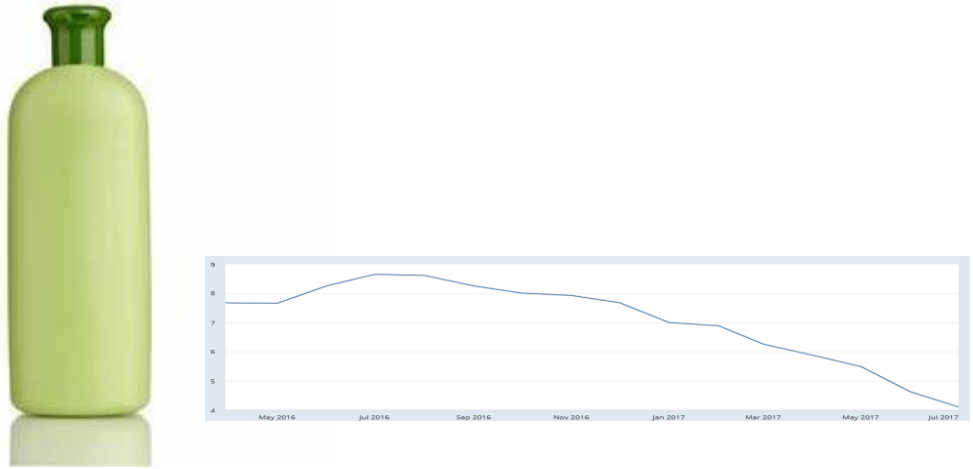
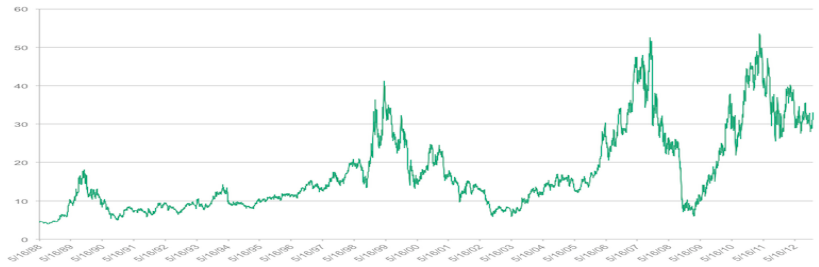
Gender, location, age, past movies



Factors responsible for sales reduction

Viewing a website's today traffic



Predicting stock price movement

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Predictive Modeling

What is Predictive Modeling?

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1. Making Use of past Data and other attributes
2. Predict the future using this Data

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Predictive Modeling

Gender, location, age, past movies

Past	Horror Movies
Future	Unwatched Horror Movies

Similar people	Classic Movies
Suggestions for you	Casablanca

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Detective Analysis

1. Analysing past Data
2. No future Outcome or forecast

Factors responsible for sales reduction

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Viewing a website's today traffic

1. No past Data involved.

2. No future outcome required

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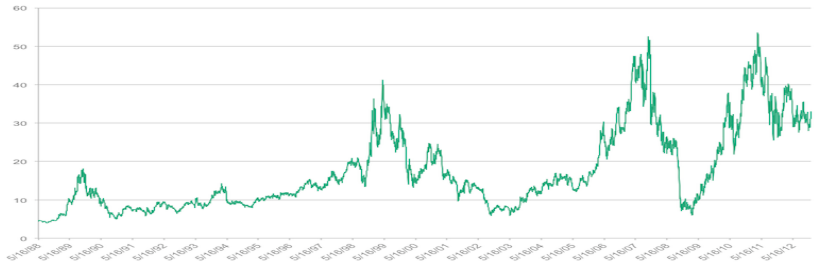
Predictive Modeling



Predicting stock price movement

1. Analysing past stock prices.
2. Analysing similar stocks
3. Future stock price required

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Predictive Modeling

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