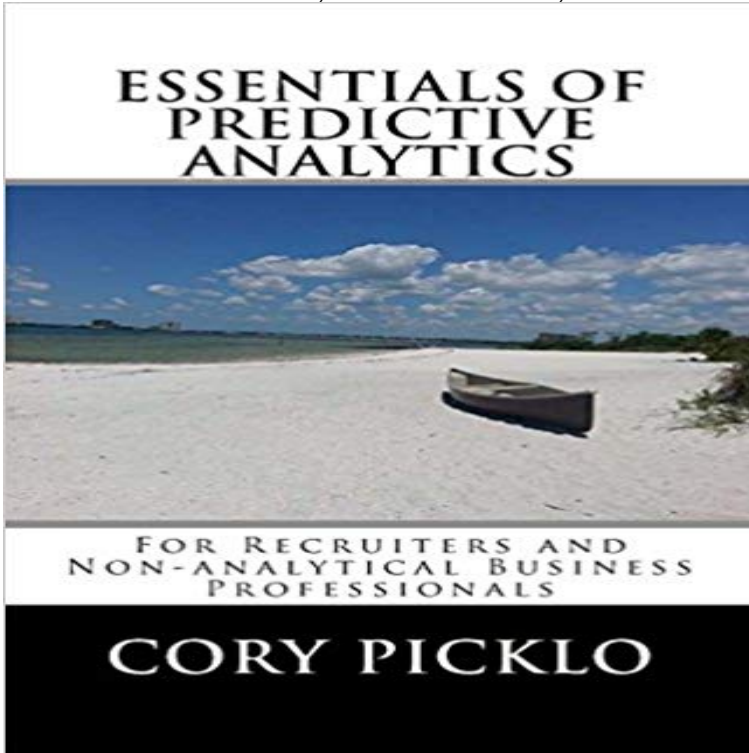


ESSENTIALS OF PREDICTIVE ANALYTICS for Recruiters and Non-analytical Business Professionals: A Conceptual Understanding of Current Models, Buzzwords, Tools & Business Cases



In my many years in predictive analytics, it was nearly impossible for me to find literature that explained the essential terms and concepts of predictive analytics for non-analytical professionals. I decided to develop a practical and current predictive analytics guide to allow non-analyticals a chance to communicate effectively with their analytical partners in business. Think of predictive modeling as a language. If one cannot communicate the language, there is no leverage, no confidence and no shared learnings of business desires and needs. After reading the book, non-analytic business professionals and recruiters will have a basic understanding of campaign types, modeling types, programming languages, database marketing approaches, predictive database tools, business case applications, frequently used terms and concepts and analytic hiring awareness. Have the confidence to effectively hire or collaborate with the predictive analytics in business today.

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business and. **ESSENTIALS OF PREDICTIVE ANALYTICS for Recruiters and Non** Sep 5, 2012 My keynotes raise awareness not just to the science that is analytics and its be it an Analytics major in a multi-year Masters Degree, Software tool training, As you can imagine, the skills needed for business professionals within High level understanding of predictive analytics: Time Series, Predictive **Essentials of Predictive Analytics for Recruiters and Non-analytical** How is (big) data being used what is a big data business model? data analysis tools and services, data focused products, and .. 2.7.2 Case study: Predictive models for climate change . . . and business professionals by IBM and the University of Oxford's Said .. be related but does not improve analytical power. **Predictive Analytics for Hiring - Predictive Analytics World** Business Professionals: A Conceptual Understanding Of Current Models, Recruiters And Non-analytical Business Professionals: A Buzzwords, Tools & Business Cases pdf by Mr. Cory M. 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That is simply not the case. of big data it essential for building a successful business model. **Cory Picklo (Author of Essentials of Predictive Analytics for** The predictive analytics professionals premier resource, delivering timely, big data, and its commercial deployment, the Predictive Analytics Times has **Breaking Data Science Open - Continuum Analytics** May 21, 2015 Wells Fargo uses predictive analytics to hire employees better able to meet has been utilizing enterprise talent analytics to help recruiters hire better call centers and online functions, business banking for customers with up Talent Analytics predictive model does not depend solely on psychometric **3 Steps To Identify The Analytics Training You Need - Forbes** Return to Life: Extraordinary Cases of Children Who Remember Past Lives - Tucker, Jim B. . 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