Statistical Modeling and Analysis for Database Marketing: Effective Techniques for Mining Big Data

Bruce Ratner

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This expert compilation delivers a collection of successful database marketing methodologies for big data. It offers solutions to common problems in the database marketing industry, focusing on the needs of data analysts and data miners. The quantitative techniques described marry traditional statistical methodologies with new machine learning methods. The book examines three concepts in model assessment: traditional decile analysis; precision; and separability. It also explores cutting-edge techniques, including genetic intelligent hybrid models. By following the step-by-step procedures detailed in the text, database marketing professionals can learn how to apply the proper statistical techniques to any database marketing challenge.

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