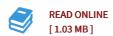




Mathematical Underpinnings of Analytics: Theory and Applications (Hardback)

By Professor of Mathematics Peter Grindrod

Oxford University Press, United Kingdom, 2015. Hardback. Book Condition: New. 240 x 162 mm. Language: English . Brand New Book. Analytics is the application of mathematical and statistical concepts to large data sets so as to distil insights that offer the owner some options for action and competitive advantage or value. This makes it the most desirable and valuable part of big data science. Driven by the increased data capture from digital platforms, commercial fields are becoming data rich and analytics is growing in many sectors. This book presents analytics within a framework of mathematical theory and concepts building upon firm theory and foundations of probability theory, graphs and networks, random matrices, linear algebra, optimization, forecasting, discrete dynamical systems, and more. Following on from the theoretical considerations, applications are given to data from commercially relevant interests: supermarket baskets; loyalty cards; mobile phone call records; smart meters; omic data; sales promotions; social media; and microblogging. Each chapter tackles a topic in analytics: social networks and digital marketing; forecasting; clustering and segmentation; inverse problems; Markov models of behavioural changes; multiple hypothesis testing and decision-making; and so on. Chapters start with background mathematical theory explained with a strong narrative and then give way...



Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

Other PDFs



The First Epistle of H. N. a Crying-Voyce of the Holye Spirit of Loue. Translated Out of Base-Almayne Into English. (1574)

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