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All it takes is a little knowledge and know-how, and Predictive Analytics For Dummies gets you there fast. With the help of this friendly guide, you'll discover the core of predictive analytics and get started putting it to use with readily available tools to collect and analyze data.

How to Use Predictive Analytics for Personalization - dummies

Predictive Analytics For Dummies By Anasse Bari, Mohamed Chaouchi, Tommy Jung A dataset (or data collection) is a set of items in predictive analysis. For instance, a set of documents is a dataset where the data items are documents.