Analytics: Data Science, Data Analysis and Predictive Analytics for Business

By Daniel Covington

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SO MANY PEOPLE DREAM OF BECOMING THEIR OWN BOSS OR SUCCEEDING IN THEIR CHOSEN PROFESSION, AND WITH THE RESOURCES AVAILABLE TODAY, MORE ENTREPRENEURS AND PROFESSIONALS ARE ACHIEVING GREAT SUCCESS! HOWEVER, SUCCESS SHOULD BE DEFINED FOR THE LONG TERM, AND AS OPPORTUNITIES START TO GROW, SO DOES THE COMPETITION.

Getting your business up and running or starting on your career path is one thing, but have a sustainable business or career is completely another. Many people make the mistake of making plans but having no follow-through. This is where analytics comes in.

Don't you wish to have the power to know what your target consumers are thinking? Won't you want to have a preview of what future trends to expect in the market you are in?

Well, this book is just the one you need. This book will teach you, in simple and easy-to-understand terms, how to take advantage of data from your daily operations and make such data a powerful tool that can influence how well your business does over time. The contents of this book are designed to help you use data to your advantage to enhance business outcomes!

Here's what this book will teach you:

- *Why* data is your single most powerful tool
- *How* to conduct data analysis to enhance your business
- *Which* steps to take in performing predictive analysis
- *What* techniques you need to employ to achieve sustainable success

PLUS:

- Regression techniques
- Machine learning strategies
- Risk management tips

- And much, much, more

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