



Prescriptive Analytics: A Short Introduction to Counterintuitive Intelligence (Paperback)

By Andre Milchman

Createspace Independent Publishing Platform, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. As the disciplines of advanced analytics continue to develop and evolve, new methodologies emerge that take advantage of data science and machine learning, disrupt the status quo, and transform the complex landscape of business intelligence. Prescriptive Analytics: A Short Introduction to Counterintuitive Intelligence aims to create synergy between analytics professionals and artificial intelligence algorithms. Short, structured, and practitioner-oriented, the book offers a general framework and practical recommendations on modelling, generating, and executing prescriptive analytics decision sets. Readers will come away from this book with clear understanding how prescriptive analytics is different from other areas of advanced analytics-descriptive analytics, diagnostic analytics, and predictive analytics. Learn how to Design a prescriptive analytics system; Model situations to map the real-world problems; Develop alternatives to turn possibilities into options; Generate decision sets using evolutionary algorithms to transform options to solutions; and Execute decisions to create real-world impact on the business problems. Concise, engaging and original, the book introduces you to the fascinating and transformative world of counterintuitive intelligence.



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