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He has designed courses for the program, including Marketing Analytics, Advanced Modeling Techniques, Data Visualization, Web and Network Data Science, and the capstone course. He has taught extensively in the program and works with more than forty other faculty members in delivering training in predictive analytics and data science.

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## **40 Techniques Used by Data Scientists - Data Science**

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## Central

Marketing data scientists are tasked with producing reliable predictive and prescriptive insights based on advanced statistical modeling and/or machine learning methodologies.

## Data Science in Marketing - What It Is & How You Can Get

...

Bootstrapping is a technique that helps in many situations like validation of a predictive model performance, ensemble methods, estimation of bias and variance of the model. It works by sampling...

## The 10 Statistical Techniques Data Scientists Need to ...

Regression analysis allows modeling the relationship between a dependent variable and one or more independent variables. In data mining, this technique is used to predict the values, given a particular dataset. For example, regression might be used to predict the price of a product, when taking into consideration other variables.

## 10 Top Types of Data Analysis Methods and Techniques

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When building models, we need to eliminate the noise and need to synthesize the movement between a high number of variables. We can use PCA, factor analyses (exploratory and confirmatory), community detection, correspondence analysis,

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multidimensional scaling and other approaches to get the best use of big data.

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Appendix A (Data Science Methods) is a very high level overview of the most commonly used analytic techniques such as regression and classification, machine learning, data visualization, text and sentiment analysis, and time series and market response models.

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## **Modeling Techniques in Predictive Analytics with Python and R**

Predictive modeling, in the area of direct marketing is called response modeling using predictive analytics (or simply response modeling from here on). Sometimes analysts create filters to apply to the dataset, thereby creating a select group to target. But that select group may not be optimally configured.

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