

PREDICTIVE ANALYTICS LAB

B.Tech IV Year I Semester CSE-DS

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Course outcomes:

1. Understand the processing steps for predictive analytics
2. Construct and deploy prediction models with integrity
3. Explore various techniques (machine learning/data mining, ensemble) for predictive analytics.
4. Apply predictive analytics to real world examples.

List of Experiments:

Following experiments to be carried out using Python/SPSS/SAS/R/Power BI

1. Simple Linear regression
2. Multiple Linear regression
3. Logistic Regression
4. CHAID
5. CART
6. ARIMA – stock market data
7. Exponential Smoothing
8. Hierarchical clustering
9. Ward's method of clustering
10. Crowdsourcing predictive analytics- Netflix data

TEXT BOOKS:

1. Eric Siegel, Predictive analytics- the power to predict who will Click, buy, lie, or die, John Wiley & Sons, 2013.
2. Dean Abbott, Applied Predictive Analytics - Principles and Techniques for the Professional Data Analyst, 2014.

REFERENCE BOOKS:

1. Trevor Hastie, Robert Tibshirani, Jerome Friedman, The Elements of Statistical Learning-Data Mining, Inference, and Prediction, Second Edition, Springer Verlag, 2009.
2. G. James, D. Witten, T. Hastie, R. Tibshirani-An introduction to statistical learning with applications in R, Springer, 2013
3. E. Alpaydin, Introduction to Machine Learning, Prentice Hall of India, 2010