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Advanced Regression for Predictive Analytics of New Business Density

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Synopsis

Data science is gaining momentum in every industry and academia. This case study addresses advanced regression models in predictive analytics. Srikant Pandit, the CEO of Avant Data & Decisions (ADD), approached his friend Pradip Khelker to learn predictive analytics. Khelker works for a data analytics company – Lion Analytics (LA). Pandit explains penalized regression and gradient boosting regression.

Pandit understood the aim and scope of predictive analytics that Khelker explained with an example of New Business Density (NBD). In this example, Khelker predicted NBD with various advanced regression models. Pandit understood the concept and realized that implementing predictive analytics needs a cultural change within an organization.

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