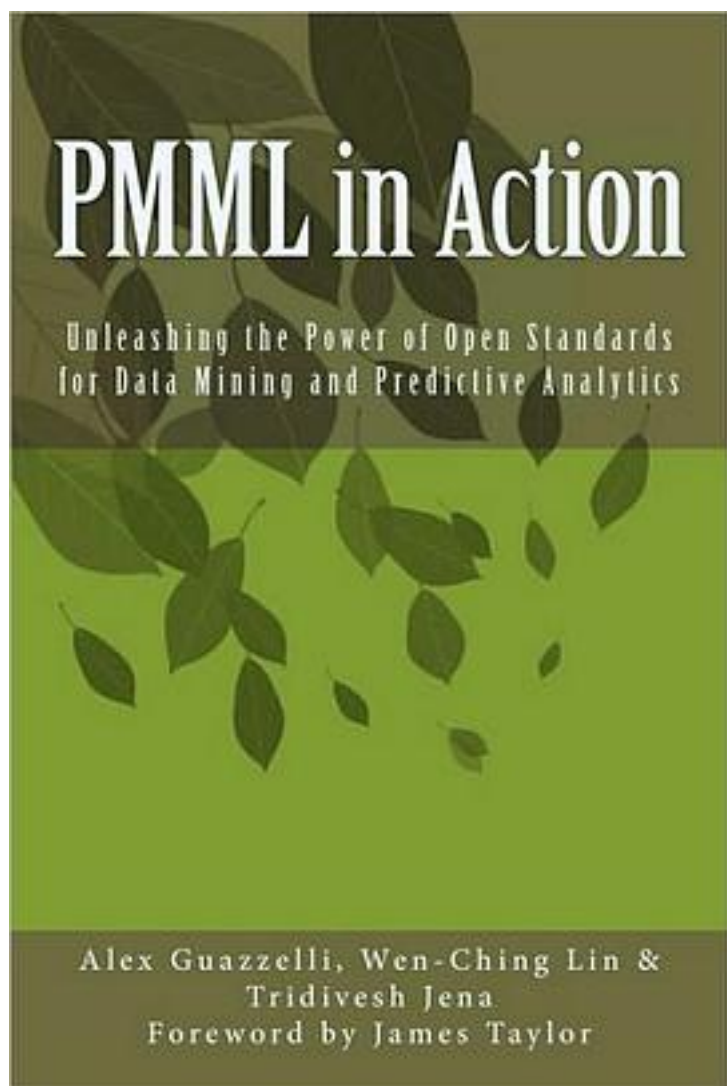


PMML in Action



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PMML (Predictive Model Markup Language) is the de facto standard used to represent and share predictive analytic solutions between applications. This enables data mining scientists and users alike to easily build, visualize, and deploy their solutions using different platforms and systems. This book presents PMML from a practical perspective. It contains a variety of code snippets so that concepts are made clear through the use of examples. "PMML in Action" is a great way to learn how to represent your predictive models through a mature open standard. The book is divided into six parts, taking you into a PMML journey in which language elements and attributes are used to represent not only modeling techniques but also data transformations. With PMML, users benefit from a single and concise standard to represent data and models, thus avoiding the need for custom code and proprietary solutions. You too can join the PMML movement! Unleash the power of predictive analytics and data mining today!

作者介绍:

Dr. Alex Guazzelli has helped shape PMML and is currently working with the other DMG (Data Mining Group - dmg.org) members in adding even more features and capabilities to the standard. Dr. Guazzelli has founded the PMML group in the Analytic Bridge website and co-founded the PMML group in LinkedIn which has been a key conduit for bringing PMML awareness to the analytics as well as business communities.

As the Vice President of Analytics at Zementis, Inc., Dr. Guazzelli is responsible for developing core technology and analytical solutions under ADAPA, a PMML-based predictive decisioning platform. Prior to joining Zementis, Dr. Guazzelli was involved in not only building but also deploying predictive solutions for large financial and telecommunication institutions around the globe. In academia, Dr. Guazzelli worked with data mining, neural networks, expert systems and brain theory. His work in brain theory and computational neuroscience has appeared in many peer reviewed publications. At Zementis, Dr. Guazzelli and his team have been involved in a myriad of modeling projects for financial, health-care, gaming, chemical, and manufacturing industries.

Dr. Guazzelli holds a Ph.D. in Computer Science from the University of Southern California and a M.S and B.S. in Computer Science from the Federal University of Rio Grande do Sul, Brazil.

目录:

[PMML in Action 下载链接1](#)

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PMML

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