

Artificial intelligence and machine learning with R : applications in the field of business analytics

Heesen, Bernd, author

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Abstrak

This book teaches you, based on the open-source programming language R, how to read, process, and analyze data from various formats and sources, and how to use Artificial Intelligence and Machine Learning in your company. It specifically explains the three types of Machine Learning and selected, widely-used algorithms that form the basis of Artificial Intelligence. Additionally, the author provides you with the datasets used through his R package "machinelearning," so you can run the code examples presented in the book yourself. The package also includes interactive self-learning tutorials for R. Contents Benefits of Machine Learning and Artificial Intelligence Best Practices Fundamentals of the R Programming Language Fundamentals of Machine Learning with R, including preprocessing, exploratory data analysis, modeling, evaluation, and parameter tuning Application of Machine Learning with R for predictions, classification, clustering, and recommendation systems The Author Bernd Heesen is a professor at the Faculty of Economics at Ansbach University of Applied Sciences in Bavaria. Before his tenure at the university, he worked for more than 10 years as a business consultant both domestically and internationally. He continues to advise companies on the use of IT innovations. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation