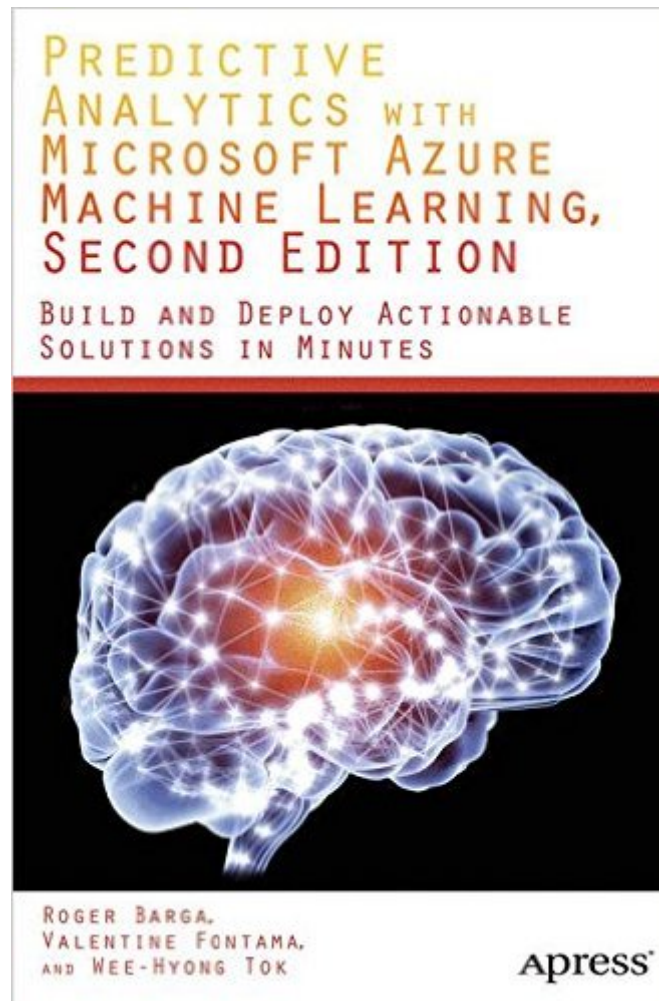# Predictive Analytics With Microsoft Azure Machine Learning 2nd Edition

Synopsis

Predictive Analytics with Microsoft Azure Machine Learning, Second Edition is a practical tutorial introduction to the field of data science and machine learning, with a focus on building and deploying predictive models. The book provides a thorough overview of the Microsoft Azure Machine Learning service released for general availability on February 18th, 2015 with practical guidance for building recommenders, propensity models, and churn and predictive maintenance models. The authors use task oriented descriptions and concrete end-to-end examples to ensure that the reader can immediately begin using this new service. The book describes all aspects of the service from data ingress to applying machine learning, evaluating the models, and deploying them as web services. Learn how you can quickly build and deploy sophisticated predictive models with the new Azure Machine Learning from Microsoft.Whatâ ™s New in the Second Edition?Five new chapters have been added with practical detailed coverage of:Python Integration â " a new feature announced February 2015Data preparation and feature selection Data visualization with Power BIRecommendation enginesSelling your models on Azure Marketplace

Book Information

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Customer Reviews

This purchase review is based on the Alpha Book (pre-publication electronic version): I will have full access to the production version of the book, at which point I will update this commentary.Short Review:Having owned and read many books on data science, I recommend this book for both advanced business analysts and data scientists. In brief, if you plan to use Microsoft Azure Machine

Learning for commercial or non-profit purposes, you need to have this authoritative reference available. The cost (either paperback or electronic) is minimal compared to the value you will receive from this book and its recommended resources. This book will guide you in how to make a data science experiment, and the best practices from AzureML, straight from the people who helped spearhead this new cloud-based technology.Longer Review:This longer review provides details on the book for the purpose of informing a purchase decision. I will review the technology, and end on a description of my background.This book is valuable to advanced business analysts since it does not assume previous exposure to Data Science. The book provides a foundation of the key ideas of data science, describes how Microsoft Azure Machine Learning exposes data science, provides several business use-case scenarios for using the technology, and has many references for further learning. The book describes how to get started in minutes: matching my first-hand AzureML experience with the bookâ ™s exercises, I can verify that you can see results in minutes.This book is valuable to already-trained data scientists (statisticians and application developers) since it provides a foundational look at how Microsoft is providing Azure-based (cloud) model building and web services.

Update 2: Apress acknowledged the problem and has done a 2nd printing of the book. I just received an updated copy from them and am pleased to report that the images & screenshots are greatly improved. Hopefully this is the version that future shoppers will receive. I look forward to now returning to this book to explore it's content and learning about the Azure ML offering. While waiting for the second printing, the authors kindly provided a kindle copy of the book which is ok for reading on the desktop/web kindle reader but the formatting does not work well on paperwhite kindles (though that's not unusual for technical books like this)Update 1: I contacted Apress to point out this problem (clearly nobody their bothered flipping through the pages before shipping these off to & other stores). I was expecting something like "oh wow we'll look into how this problem slipped through the cracks of our editorial process, here's a copy of the ebook in the meantime." but instead they simply said that I am welcome to return the book back to . Dropping my review to 1-star as a warning for future buyers... I hate to do that because the actual content is probably pretty decent and this problem isn't the fault of the novice authors but folks should be warned that the paperback is full of images containing important text you can't actually read.Just got this paperback version of this. Haven't read it yet but I excitedly flipped through the pages as soon as it arrived. It has lots of screenshots of the Azure ML tools and other diagrams which is great. Not so great is that these images are tiny, have tiny font, and that font is usually a pixelated light grey on top of a slightly

lighter grey background, making them generally unreadable and useless.

Predictive Analytics with Microsoft Azure Machine Learning 2nd Edition Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Machine Learning with R - Second Edition - Deliver Data Insights with R and Predictive Analytics Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples, and Case Studies (MIT Press) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Predictive Analytics: Microsoft Excel Deep Learning: Recurrent Neural Networks in Python: LSTM, GRU, and more RNN machine learning architectures in Python and Theano (Machine Learning in Python) Unsupervised Deep Learning in Python: Master Data Science and Machine Learning with Modern Neural Networks written in Python and Theano (Machine Learning in Python) Deep Learning in Python Prerequisites: Master Data Science and Machine Learning with Linear Regression and Logistic Regression in Python (Machine Learning in Python) Convolutional Neural Networks in Python: Master Data Science and Machine Learning with Modern Deep Learning in Python, Theano, and TensorFlow (Machine Learning in Python) Deep Learning in Python: Master Data Science and Machine Learning with Modern Neural Networks written in Python, Theano, and TensorFlow (Machine Learning in Python) Machine Learning in Python: Essential Techniques for Predictive Analysis Office 2016 For Beginners- The PERFECT Guide on Microsoft Office: Including Microsoft Excel Microsoft PowerPoint Microsoft Word Microsoft Access and more! Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die Predictive Analytics For Dummies Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business Series) Mastering Cloud Development using Microsoft Azure Exam Ref 70-533 Implementing Microsoft Azure Infrastructure Solutions Exam Ref 70-534 Architecting Microsoft Azure Solutions