New Horizons Computer Learning Centres
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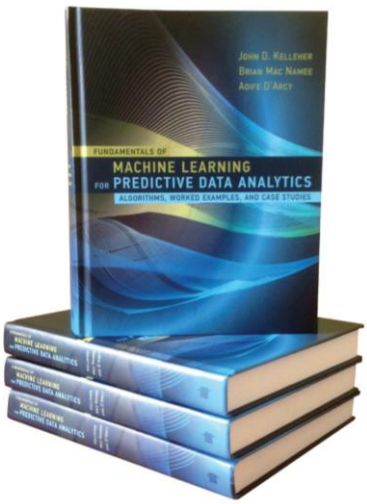
The Analytics Store

FUNDAMENTALS OF MACHINE LEARNING FOR PREDICTIVE DATA ANALYTICS

Machine learning and predictive data analytics are fast becoming the best way for sophisticated organisations to use data to gain a competitive edge.



Predictive analytics applications use machine learning to build predictive models for applications including price prediction, risk assessment, and predicting customer behaviour. Based on the trainers' book, "Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples and Case Studies" (www.machinelearningbook.com) this course presents a detailed and focused treatment of the most important machine learning approaches used in predictive data analytics, covering both theoretical concepts and practical applications.

At Course Completion:

This course has been designed to guide delegates through the most important topics in machine learning and how they should be applied to build real-world relevant predictive analytics models. All delegates will receive a copy of "Fundamentals of Machine Learning for Predictive Data Analytics: Algorithms, Worked Examples and Case Studies".

Who Should Attend:

This course is aimed at people in a technical role who want to fully understand and use predictive analytics techniques.

Prerequisites:

To attend this course delegates should be familiar with basic statistical concepts (such as mean, standard deviation, and correlation) and comfortable with data manipulation tools such as spreadsheets and databases.

Duration: 3 days

Course Outline:

The course will cover the following key topics through a series of interactive workshop sessions:

- **What is predictive data analytics and what is it used for?**
- **What is machine learning?**
- **Training machine learning models - inductive bias, generalisation, overfitting and underfitting**
- **Fundamentals of data analysis and data visualisation**
- **Developing predictive data analytics solutions for business problems**
- **Deep dive on four key approaches to machine learning: Information-based, Error-based, Probability-based, and Similarity-based**
- **Evaluating predictive models**

For more information on our courses, or to discuss bespoke training, please contact: info@nhireland.ie