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Summary Introducing Data Science

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teaches you how to accomplish the fundamental tasks that occupy data scientists. Using the Python language and common Python libraries, you'll experience firsthand the challenges of dealing with data at scale and gain a solid foundation in data science.

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Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

About the Technology Many companies need developers with data science skills to work on projects ranging from social media marketing to machine

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learning. Discovering what you need to learn to begin a career as a data scientist can seem bewildering. This book is designed to help you get started. About the Book Introducing Data Science Introducing Data Science explains vital data science concepts

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and teaches you how to accomplish the fundamental tasks that occupy data scientists. You'll explore data visualization, graph databases, the use of NoSQL, and the data science process. You'll use the Python language and common Python libraries

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as you experience firsthand the challenges of dealing with data at scale. Discover how Python allows you to gain insights from data sets so big that they need to be stored on multiple machines, or from data moving so quickly that no single machine can

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handle it. This book gives you hands-on experience with the most popular Python data science libraries, Scikit-learn and StatsModels. After reading this book, you'll have the solid foundation you need to start a career in data science. What's Inside Handling

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large data Introduction to machine learning Using Python to work with data Writing data science algorithms About the Reader This book assumes you're comfortable reading code in Python or a similar language, such as C, Ruby, or JavaScript. No prior

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experience with data science is required. About the Authors Davy Cielen, Arno D. B. Meysman, and Mohamed Ali are the founders and managing partners of Optimately and Maiton, where they focus on developing data science projects and

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solutions in various sectors. Table of Contents Data science in a big data world The data science process Machine learning Handling large data on a single computer First steps in big data Join the NoSQL movement The rise of graph databases Text mining

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and text analytics Data visualization to the end user

Learn how to easily transform your data into engaging, interactive visual reports! Data is no longer the sole domain of tech professionals and scientists. Whether in our personal,

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business, or community lives, data is rapidly increasing in both importance and sheer volume. The ability to visualize all kinds of data is now within reach for anyone with a computer and an internet connection. Google Data Studio, quickly becoming the most

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popular free tool in data visualization, offers users a flexible, powerful way to transform private and public data into interactive knowledge that can be easily shared and understood. Hands On With Google Data Studio teaches you how to visualize your data today

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and produce professional quality results quickly and easily. No previous experience is required to get started right away—all you need is this guide, a Gmail account, and a little curiosity to access and visualize data just like large businesses and organizations. Clear,

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step-by-step instructions help you identify business trends, turn budget data into a report, assess how your websites or business listings are performing, analyze public data, and much more. Practical examples and expert tips are found throughout the

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text to help you fully understand and apply your new knowledge to a wide array of real-world scenarios. This engaging, reader-friendly guide will enable you to: Use Google Data Studio to access various types of data, from your own personal data to public

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sources Build your first data set, navigate the Data Studio interface, customize reports, and share your work Learn the fundamentals of data visualization, personal data accessibility, and open data API's Harness the power of publicly

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accessible data services including Google's recently released Data Set Search Add banners, logos, custom graphics, and color palettes Hands On With Google Data Studio: A Data Citizens Survival Guide is a must-have resource for anyone starting their data

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visualization journey, from individuals, consultants, and small business owners to large business and organization managers and leaders.

A guide to mainstream XML technologies covers XML 1.0, namespaces, DTD, XPath, XPointer,

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include, XML Base, Xslt, SAX, DOM, XML Schema Datatypes, XML Schema Structures, and SOAP.

"Data Integration, Manipulation and Visualization of Phylogenetic Trees introduces and demonstrates data integration, manipulation and

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visualization of phylogenetic trees using a suite of R packages, tidytree, treeio, ggtree and ggtreeExtra. Using the most comprehensive packages for phylogenetic data integration and visualization, contains numerous examples that can be used for teaching

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and learning. Ideal for undergraduate readers and researchers with a working knowledge of R and ggplot2"--
Against Expression
Artificial Intelligence for Marketing
Big Data Analytics
Essential XML Quick Reference

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Data Mining Algorithms

Inspiration and Advice from over 100

Makers, Artists, and Entrepreneurs

Efficient R Programming

**The riveting true story of the
women who launched America
into space. In the 1940s and**

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**50s, when the newly minted
Jet Propulsion Laboratory
needed quick-thinking
mathematicians to calculate
velocities and plot trajectories,
they didn't turn to male
graduates. Rather, they**

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**recruited an elite group of
young women who, with only
pencil, paper, and
mathematical prowess,
transformed rocket design,
helped bring about the first
American satellites, and made**

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the exploration of the solar system possible. For the first time, Rise of the Rocket Girls tells the stories of these women -- known as "human computers" -- who broke the boundaries of both gender and

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science. Based on extensive research and interviews with all the living members of the team, Rise of the Rocket Girls offers a unique perspective on the role of women in science: both where we've been, and

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**the far reaches of space to
which we're heading. "If
Hidden Figures has you
itching to learn more about the
women who worked in the
space program, pick up
Nathalia Holt's lively,**

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**immensely readable history,
Rise of the Rocket Girls." --
Entertainment Weekly**

**With this book, managers and
decision makers are given the
tools to make more informed
decisions about big data**

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**purchasing initiatives. Big
Data Analytics: A Practical
Guide for Managers not only
supplies descriptions of
common tools, but also
surveys the various products
and vendors that supply the**

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**big data market. Comparing
and contrasting the dif
Journey "inside the numbers"
for an exceptional set of
statistical tools and rules that
can help explain the winning,
or losing, ways of a basketball**

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**team. Basketball on Paper
doesn't diagram plays or
explain how players get in
shape, but instead
demonstrates how to interpret
player and team performance.
Dean Oliver highlights general**

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strategies for teams when they're winning or losing and what aspects should be the focus in either situation. He describes and quantifies the jobs of team leaders and role players, then discusses the

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**interactions between players
and how to achieve the best
fit. Oliver conceptualizes the
meaning of teamwork and how
to quantify the value of
different types of players
working together. He**

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**examines historically
successful NBA teams and
identifies what made them so
successful: individual talent, a
system of putting players
together, or good coaching.
Oliver then uses these**

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**statistical tools and case
studies to evaluate the best
players in history, such as
Magic Johnson, Wilt
Chamberlain, Bill Russell, and
Charles Barkley and how they
contributed to their teams'**

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success. He does the same for some of the NBA's "oddball" players-Manute Bol, Muggsy Bogues, and Dennis Rodman and for the WNBA's top players. Basketball on Paper is unique in its incorporation of

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**business and analytical
concepts within the context of
basketball to measure the
value of players in a
cooperative setting. Whether
you're looking for strategies or
new ideas to throw out while**

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**watching the ballgame at a
sports bar, Dean
Oliver's Basketball on Paper
will give you amazing new
insights into teamwork,
coaching, and success.
"A wonderful picture of an**

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**important period in the
practice of medicine in the
United States." (from the
Foreword by Peter Rosen, MD)
Here is the very first book to
comprehensively explore the
evolution of the field of**

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**emergency medicine -- from
its origins following World War
II, through the sociopolitical
changes of the 1950s, 1960s,
and 1970s, to the present. First-
hand narratives from more
than 45 founders and pioneers**

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**of emergency medicine
provide a vivid portrayal of the
important events and
viewpoints that have given
rise to today's practice.
Represents the first
comprehensive history of**

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**emergency medicine as a
specialty. Provides first-hand
oral histories from more than
45 of the key figures who
witnessed and helped to
shape the developments
chronicled in the book. Offers**

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keen insights into how the sociopolitical changes of the 1950s through 1970s influenced public health, health care delivery, and emergency medicine. Includes many unique photographs of

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**important leaders in
emergency medicine.**

**Build highly scalable cloud
solutions with the power of
Google Cloud Platform
Official Google Cloud Certified
Associate Cloud Engineer**

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Study Guide

Anyone, Anything, Anytime

R for Everyone

**Data Integration, Manipulation
and Visualization of**

Phylogenetic Trees

How Baseball's New

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Nonconformists Are Using Data to Build Better Players

**Rcpp is the glue that binds the
power and versatility of R with the
speed and efficiency of C++. With
Rcpp, the transfer of data between**

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R and C++ is nearly seamless, and high-performance statistical computing is finally accessible to most R users. Rcpp should be part of every statistician's toolbox. -- Michael Braun, MIT Sloan School of Management "Seamless R and C++ integration with Rcpp" is simply a

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wonderful book. For anyone who uses C/C++ and R, it is an indispensable resource. The writing is outstanding. A huge bonus is the section on applications. This section covers the matrix packages Armadillo and Eigen and the GNU Scientific

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Library as well as RInside which enables you to use R inside C++. These applications are what most of us need to know to really do scientific programming with R and C++. I love this book. -- Robert McCulloch, University of Chicago Booth School of Business Rcpp is

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now considered an essential package for anybody doing serious computational research using R. Dirk's book is an excellent companion and takes the reader from a gentle introduction to more advanced applications via numerous examples and efficiency

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enhancing gems. The book is packed with all you might have ever wanted to know about Rcpp, its cousins (RcppArmadillo, RcppEigen .etc.), modules, package development and sugar. Overall, this book is a must-have on your shelf. -- Sanjog Misra, UCLA

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Anderson School of Management

The Rcpp package represents a major leap forward for scientific computations with R. With very few lines of C++ code, one has R's data structures readily at hand for further computations in C++. Hence, high-level numerical

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programming can be made in C++ almost as easily as in R, but often with a substantial speed gain. Dirk is a crucial person in these developments, and his book takes the reader from the first fragile steps on to using the full Rcpp machinery. A very recommended

Where To Download Major
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book! -- Søren Højsgaard,

Department of Mathematical
Sciences, Aalborg University,
Denmark "Seamless R and C ++
Integration with Rcpp" provides the
first comprehensive introduction to
Rcpp. Rcpp has become the most
widely-used language extension for

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R, and is deployed by over one-hundred different CRAN and BioConductor packages. Rcpp permits users to pass scalars, vectors, matrices, list or entire R objects back and forth between R and C++ with ease. This brings the depth of the R analysis framework

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together with the power, speed, and efficiency of C++. Dirk Eddelbuettel has been a contributor to CRAN for over a decade and maintains around twenty packages. He is the Debian/Ubuntu maintainer for R and other quantitative software, edits the CRAN Task Views for

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Finance and High-Performance Computing, is a co-founder of the annual R/Finance conference, and an editor of the Journal of Statistical Software. He holds a Ph.D. in Mathematical Economics from EHESS (Paris), and works in Chicago as a Senior Quantitative

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Analyst.

A straightforward, non-technical guide to the next major marketing tool Artificial Intelligence for Marketing presents a tightly-focused introduction to machine learning, written specifically for marketing professionals. This book

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will not teach you to be a data scientist—but it does explain how Artificial Intelligence and Machine Learning will revolutionize your company's marketing strategy, and teach you how to use it most effectively. Data and analytics have become table stakes in modern

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marketing, but the field is ever-evolving with data scientists continually developing new algorithms—where does that leave you? How can marketers use the latest data science developments to their advantage? This book walks you through the "need-to-

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know" aspects of Artificial Intelligence, including natural language processing, speech recognition, and the power of Machine Learning to show you how to make the most of this technology in a practical, tactical way. Simple illustrations clarify complex

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concepts, and case studies show how real-world companies are taking the next leap forward. Straightforward, pragmatic, and with no math required, this book will help you: Speak intelligently about Artificial Intelligence and its advantages in marketing

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Understand how marketers without a Data Science degree can make use of machine learning technology
Collaborate with data scientists as a subject matter expert to help develop focused-use applications
Help your company gain a competitive advantage by

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leveraging leading-edge technology in marketing Marketing and data science are two fast-moving, turbulent spheres that often intersect; that intersection is where marketing professionals pick up the tools and methods to move their company forward. Artificial

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Intelligence and Machine Learning provide a data-driven basis for more robust and intensely-targeted marketing strategies—and companies that effectively utilize these latest tools will reap the benefit in the marketplace. Artificial Intelligence for Marketing provides

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**a nontechnical crash course to help
you stay ahead of the curve.**

**This volume constitutes the
proceedings of the 12th
International Conference on Social
Informatics, SocInfo 2020, held in
Pisa, Italy, in October 2020. The 30
full and 3 short papers presented in**

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these proceedings were carefully reviewed and selected from 99 submissions. The papers presented in this volume cover a broad range of topics, ranging from works that ground information-system design on social concepts, to papers that analyze complex

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social systems using computational methods, or explore socio-technical systems using social sciences methods. The Birnbaum-Saunders Distribution presents the statistical theory, methodology, and applications of the Birnbaum-

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Saunders distribution, a very flexible distribution for modeling different types of data (mainly lifetime data). The book describes the most recent theoretical developments of this model, including properties, transformations and related

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distributions, lifetime analysis, and shape analysis. It discusses methods of inference based on uncensored and censored data, goodness-of-fit tests, and random number generation algorithms for the Birnbaum-Saunders distribution, also presenting

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**existing and future applications.
Introduces inference in the
Birnbbaum-Saunders distribution
Provides a comprehensive review
of the statistical theory and
methodology of the Birnbbaum-
Distribution Discusses different
applications of the Birnbbaum-**

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**Saunders distribution Explains
characterization and the lifetime
analysis**

Too Big to Ignore

**The Women Who Propelled Us,
from Missiles to the Moon to Mars**

Data Source Handbook

Disrupting Digital Business

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Data Governance: The Definitive Guide

Advanced R, Second Edition

Rise of the Rocket Girls

Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer

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driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers.

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Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into

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healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data.

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And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In *Too Big to Ignore*, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data,

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the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business

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are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is

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required reading for chief executives, company owners, industry leaders, and business professionals.

A practical introduction perfect for final-year undergraduate and graduate students without a solid background in linear algebra and calculus.

Move over, Moneyball -- this New York

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Times bestseller examines major league baseball's next cutting-edge revolution: the high-tech quest to build better players. As bestselling authors Ben Lindbergh and Travis Sawchik reveal in *The MVP Machine*, the *Moneyball* era is over. Fifteen years after Michael Lewis brought the Oakland Athletics' groundbreaking

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team-building strategies to light, every front office takes a data-driven approach to evaluating players, and the league's smarter teams no longer have a huge advantage in valuing past performance. Lindbergh and Sawchik's behind-the-scenes reporting reveals: How undersized afterthoughts José Altuve and Mookie

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Betts became big sluggers and MVPs How polarizing pitcher Trevor Bauer made himself a Cy Young contender How new analytical tools have overturned traditional pitching and hitting techniques How a wave of young talent is making MLB both better than ever and arguably worse to watch Instead of out-drafting, out-signing,

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and out-trading their rivals, baseball's best minds have turned to out-developing opponents, gaining greater edges than ever by perfecting prospects and eking extra runs out of older athletes who were once written off. Lindbergh and Sawchik take us inside the transformation of former fringe hitters into home-run kings, show

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how washed-up pitchers have emerged as aces, and document how coaching and scouting are being turned upside down. The MVP Machine charts the future of a sport and offers a lesson that goes beyond baseball: Success stems not from focusing on finished products, but from making the most of untapped potential.

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As you move data to the cloud, you need to consider a comprehensive approach to data governance, along with well-defined and agreed-upon policies to ensure your organization meets compliance requirements. Data governance incorporates the ways people, processes, and technology work together to ensure

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data is trustworthy and can be used effectively. This practical guide shows you how to effectively implement and scale data governance throughout your organization. Chief information, data, and security officers and their teams will learn strategy and tooling to support democratizing data and unlocking its value

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while enforcing security, privacy, and other governance standards. Through good data governance, you can inspire customer trust, enable your organization to identify business efficiencies, generate more competitive offerings, and improve customer experience. This book shows you how. You'll learn: Data governance

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strategies addressing people, processes, and tools Benefits and challenges of a cloud-based data governance approach How data governance is conducted from ingest to preparation and use How to handle the ongoing improvement of data quality Challenges and techniques in governing streaming data Data protection

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for authentication, security, backup, and
monitoring How to build a data culture in
your organization

A Case Study in Air Pollution and Health

How to Measure and Optimize Your
Marketing Investment

Applications in Neural Networks and
Natural Language Processing

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Practical Advice from the Trenches

Syntax

Google Cloud Platform for Developers

Advanced Analytics and Graphics

Get hands-on knowledge of how BERT (Bidirectional Encoder Representations from Transformers) can be used to develop question answering (QA) systems

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by using natural language processing (NLP) and deep learning. The book begins with an overview of the technology landscape behind BERT. It takes you through the basics of NLP, including natural language understanding with tokenization, stemming, and lemmatization, and bag of words. Next,

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you'll look at neural networks for NLP starting with its variants such as recurrent neural networks, encoders and decoders, bi-directional encoders and decoders, and transformer models. Along the way, you'll cover word embedding and their types along with the basics of BERT. After this solid foundation, you'll be ready to take a

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deep dive into BERT algorithms such as masked language models and next sentence prediction. You'll see different BERT variations followed by a hands-on example of a question answering system. Hands-on Question Answering Systems with BERT is a good starting point for developers and data scientists who want to

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develop and design NLP systems using BERT. It provides step-by-step guidance for using BERT. What You Will Learn Examine the fundamentals of word embeddings Apply neural networks and BERT for various NLP tasks Develop a question-answering system from scratch Train question-answering systems for your

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own data Who This Book Is For AI and machine learning developers and natural language processing developers. Charles Bernstein has described conceptual "poetry pregnant with thought." Against Expression, the premier anthology of conceptual writing, presents work that is by turns thoughtful, funny,

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provocative, and disturbing. Editors Craig Dworkin and Kenneth Goldsmith chart the trajectory of the conceptual aesthetic from early precursors such as Samuel Beckett and Marcel Duchamp through major avant-garde groups of the past century, including Dada, Oulipo, Fluxus, and language poetry, to name just a few. The works of

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more than a hundred writers from Aasprong to Zykov demonstrate a remarkable variety of new ways of thinking about the nature of texts, information, and art, using found, appropriated, and randomly generated texts to explore the possibilities of non-expressive language.

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New York Times Bestseller “I want to rip out every page of this glorious book and hang them on my wall so that I can be surrounded by these incredible women all day long.” —Emma Straub, New York Times bestselling author of *The Vacationers* and *Modern Lovers* Over 100 exceptional and influential women

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describe how they embraced their creative spirit, overcame adversity, and sparked a global movement of entrepreneurship.

Media titans and ceramicists, hoteliers and tattoo artists, comedians and architects—taken together, these profiles paint a beautiful picture of what happens when we pursue our passions and dreams.

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Hands On With Google Data StudioA
Data Citizen's Survival GuideJohn Wiley
& Sons

Notes on a Case of Melancholia, or: A
Little Death

12th International Conference, SocInfo
2020, Pisa, Italy, October 6–9, 2020,
Proceedings

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Big Data Baseball

A New Theory of Intelligence

Seamless R and C++ Integration with

Rcpp

Basketball on Paper

Ubiquitous Communications and Network

Computing

We are no longer an

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***economy of products and
services. The digital
transformation demands
that we focus our
attention on experiences
and outcomes. Business
leaders and their***

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organizations must shift to keeping promises—no matter how their customers interact with them. But organizations no longer control the conversation. In this era

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***of social and mobile
technology, customers,
employees, suppliers,
and partners are in direct
communication with one
another. Those personal
networks and the brands***

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***they're passionate about
influence their decision
making and their
spending. The workforce
has changed too.
Employees expect to be
able to determine when***

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***and how they will work,
the technology they'll
use, and the values their
company will espouse.
Organizations can take
part in this conversation
only if they recognize***

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***how and where it's
happening. Resisting
these changes will leave
executives, managers,
and their companies
powerless. Organizations
must pivot with and***

Where To Download Major
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***ahead of these social,
organizational, and
technological shifts or
risk being left behind.
Technology guru Ray
Wang shows how
organizations can surf***

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***the waves of
change—how they can
keep their promises.
Current trends, when
taken seriously, require a
new way of thinking
about business that***

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includes five key areas: 1. Consumerization of technology and the new C-suite 2. Data's influence in driving decisions 3. Digital marketing transformation 4. The

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***future of work 5. Matrix
commerce Digital
disruption has changed
how we do our work. But
by mastering these
trends you'll delight your
customers with every***

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interaction.

***"What do you need to
become a data-driven
organization? Far more
than having big data or a
crack team of unicorn
data scientists, it***

Where To Download Major
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***requires establishing an
effective, deeply-
ingrained data culture.
This practical book shows
you how true data-
drivenness involves
processes that require***

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***genuine buy-in across
your company ... Through
interviews and examples
from data scientists and
analytics leaders in a
variety of industries ...
Anderson explains the***

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***analytics value chain you
need to adopt when
building predictive
business
models"--Publisher's
description.***

Statistical Computation

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***for Programmers,
Scientists, Quants, Excel
Users, and Other
Professionals Using the
open source R language,
you can build powerful
statistical models to***

Where To Download Major
League Baseball Data Bigquery
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***answer many of your
most challenging
questions. R has
traditionally been
difficult for non-
statisticians to learn, and
most R books assume far***

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***too much knowledge to
be of help. R for
Everyone, Second Edition,
is the solution. Drawing
on his unsurpassed
experience teaching new
users, professional data***

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***scientist Jared P. Lander
has written the perfect
tutorial for anyone new
to statistical
programming and
modeling. Organized to
make learning easy and***

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***intuitive, this guide
focuses on the 20 percent
of R functionality you'll
need to accomplish 80
percent of modern data
tasks. Lander's self-
contained chapters start***

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***with the absolute basics,
offering extensive hands-
on practice and sample
code. You'll download
and install R; navigate
and use the R
environment; master***

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***basic program control,
data import,
manipulation, and
visualization; and walk
through several essential
tests. Then, building on
this foundation, you'll***

Where To Download Major
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***construct several
complete models, both
linear and nonlinear, and
use some data mining
techniques. After all this
you'll make your code
reproducible with LaTeX,***

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***R Markdown, and Shiny.
By the time you're done,
you won't just know how
to write R programs,
you'll be ready to tackle
the statistical problems
you care about most.***

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Coverage includes
Explore R, RStudio, and R
packages Use R for math:
variable types, vectors,
calling functions, and
more Exploit data
structures, including

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***data.frames, matrices,
and lists Read many
different types of data
Create attractive,
intuitive statistical
graphics Write user-
defined functions Control***

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***program flow with if,
ifelse, and complex
checks Improve program
efficiency with group
manipulations Combine
and reshape multiple
datasets Manipulate***

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***strings using R's facilities
and regular expressions
Create normal, binomial,
and Poisson probability
distributions Build linear,
generalized linear, and
nonlinear models***

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***Program basic statistics:
mean, standard
deviation, and t-tests
Train machine learning
models Assess the quality
of models and variable
selection Prevent***

Where To Download Major
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***overfitting and perform
variable selection, using
the Elastic Net and
Bayesian methods
Analyze univariate and
multivariate time series
data Group data via K-***

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***means and hierarchical
clustering Prepare
reports, slideshows, and
web pages with knitr
Display interactive data
with RMarkdown and
htmlwidgets Implement***

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dashboards with Shiny

Build reusable R

packages with devtools

and Rcpp Register your

product at

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convenient access to

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***downloads, updates, and
corrections as they
become available.***

***The only guide devoted
exclusively to social
media metrics Whether
you are selling online,***

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***through a direct sales
force, or via distribution
channels, what customers
are saying about you
online is now more
important than your
advertising. Social media***

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***is no longer a curiosity on
the horizon but a
significant part of your
marketing mix. While
other books explain why
social media is critical
and how to go about***

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***participating, Social
Media Metrics focuses on
measuring the success of
your social media
marketing efforts.
Success metrics in
business are based on***

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***business goals where
fame does not always
equate to fortune. Read
this book to determine:
Why striving for more
Twitter followers or
Facebook friends than***

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***the competition is a
failing strategy How to
leverage the time and
effort you invest in social
media How to convince
those who are afraid of
new things that social***

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***media is a valuable
business tool and not just
a toy for the overly-wired
Knowing what works and
what doesn't is terrific,
but only in a constant
and unchanging world.***

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Social Media Metrics is loaded with specific examples of specific metrics you can use to guide your social media marketing efforts as new means of communication.

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***A Thousand Brains
A Practical Guide to
Smarter Programming
The MVP Machine
In the Company of
Women
A Practical Guide for***

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Managers

***Rules and Tools for
Performance Analysis
What Managers Need to
Know to Profit from the
Big Data Revolution***

A bestselling author,
Page 144/239

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neuroscientist, and computer engineer unveils a theory of intelligence that will revolutionize our understanding of the brain and the future of AI. For all of neuroscience's advances, we've made little progress on its biggest

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question: How do simple cells in the brain create intelligence? Jeff Hawkins and his team discovered that the brain uses maplike structures to build a model of the world—not just one model, but hundreds of thousands of models

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of everything we know. This discovery allows Hawkins to answer important questions about how we perceive the world, why we have a sense of self, and the origin of high-level thought. A Thousand Brains heralds a

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revolution in the understanding of intelligence. It is a big-think book, in every sense of the word. One of the Financial Times' Best Books of 2021 One of Bill Gates' Five Favorite Books of 2021 As an area of statistical

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application, environmental epidemiology and more specifically, the estimation of health risk associated with the exposure to environmental agents, has led to the development of several statistical methods and software that can

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then be applied to other scientific areas. The statistical analyses aimed at addressing questions in environmental epidemiology have the following characteristics. Often the signal-to-noise ratio in the data is low and the targets of

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inference are inherently small risks. These constraints typically lead to the development and use of more sophisticated (and potentially less transparent) statistical models and the integration of large hi- dimensional databases.

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New technologies and the widespread availability of powerful computing are also adding to the complexities of scientific investigation by allowing researchers to test large numbers of models and search over many sets

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of variables. As the number of variables measured increases, so do the degrees of freedom for influencing the association between a risk factor and an outcome of interest. We have written this book, in part, to describe our

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experiences developing and applying statistical methods for the estimation for air pollution health effects. Our experience has convinced us that the application of modern statistical methodology in a reproducible manner can

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bring to bear substantial benefits to policy-makers and scientists in this area. We believe that the methods described in this book are applicable to other areas of environmental epidemiology, particularly those areas involving

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spatial{temporal exposures.

If you're a developer looking to supplement your own data tools and services, this concise ebook covers the most useful sources of public data available today. You'll find useful information on APIs

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that offer broad coverage, tie their data to the outside world, and are either accessible online or feature downloadable bulk data. You'll also find code and helpful links. This guide organizes APIs by the subjects they cover—such as

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websites, people, or places—so you can quickly locate the best resources for augmenting the data you handle in your own service. Categories include: Website tools such as WHOIS, bit.ly, and Compete Services that use email

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addresses as search terms, including Github Finding information from just a name, with APIs such as WhitePages Services, such as Klout, for locating people with Facebook and Twitter accounts Search APIs,

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including BOSS and Wikipedia Geographical data sources, including SimpleGeo and U.S. Census Company information APIs, such as CrunchBase and ZoomInfo APIs that list IP addresses, such as MaxMind

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Services that list books, films,
music, and products

There are many excellent R
resources for visualization, data
science, and package
development. Hundreds of
scattered vignettes, web pages,

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and forums explain how to use R in particular domains. But little has been written on how to simply make R work effectively—until now. This hands-on book teaches novices and experienced R users how to write efficient R code.

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Drawing on years of experience teaching R courses, authors Colin Gillespie and Robin Lovelace provide practical advice on a range of topics—from optimizing the set-up of RStudio to leveraging C++—that make this

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book a useful addition to any R user's bookshelf. Academics, business users, and programmers from a wide range of backgrounds stand to benefit from the guidance in Efficient R Programming. Get advice for setting up an R

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programming environment

Explore general programming
concepts and R coding techniques
Understand the ingredients of an
efficient R workflow Learn how to
efficiently read and write data in
R Dive into data carpentry—the

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vital skill for cleaning raw data
Optimize your code with profiling, standard tricks, and other methods Determine your hardware capabilities for handling R computation Maximize the benefits of collaborative R

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programming Accelerate your transition from R hacker to R programmer

Social Media Metrics

An Anthology of Conceptual Writing

First International Conference,

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UBICNET 2017, Bangalore, India,
August 3-5, 2017, Proceedings
Hands On With Google Data
Studio
The Birnbaum-Saunders
Distribution
Big Data Bootcamp

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Informix Guide to SQL

Advanced R helps you understand how R works at a fundamental level. It is designed for R programmers who want to deepen their understanding of the

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**language, and programmers
experienced in other
languages who want to
understand what makes R
different and special. This
book will teach you the
foundations of R; three**

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**fundamental programming
paradigms (functional,
object-oriented, and
metaprogramming); and
powerful techniques for
debugging and optimising
your code. By reading this**

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**book, you will learn: The
difference between an object
and its name, and why the
distinction is important The
important vector data
structures, how they fit
together, and how you can**

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**pull them apart using
subsetting The fine details
of functions and
environments The condition
system, which powers
messages, warnings, and
errors The powerful**

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**functional programming
paradigm, which can replace
many for loops The three
most important OO systems:
S3, S4, and R6 The tidy eval
toolkit for
metaprogramming, which**

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**allows you to manipulate
code and control evaluation
Effective debugging
techniques that you can
deploy, regardless of how
your code is run How to find
and remove performance**

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**bottlenecks The second
edition is a comprehensive
update: New foundational
chapters: "Names and
values," "Control flow," and
"Conditions" comprehensive
coverage of object oriented**

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**programming with chapters
on S3, S4, R6, and how to
choose between them Much
deeper coverage of
metaprogramming,
including the new tidy
evaluation framework use of**

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new package like rlang
(<http://rlang.r-lib.org>), which
provides a clean interface to
low-level operations, and
purrr
(<http://purrr.tidyverse.org/>)
for functional programming

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**Use of color in code chunks
and figures Hadley Wickham
is Chief Scientist at RStudio,
an Adjunct Professor at
Stanford University and the
University of Auckland, and
a member of the R**

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Foundation. He is the lead developer of the tidyverse, a collection of R packages, including ggplot2 and dplyr, designed to support data science. He is also the author of R for Data Science

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**(with Garrett Grolemond), R
Packages, and ggplot2:
Elegant Graphics for Data
Analysis.**

**Death arrives in this darkly
humorous and brilliantly
illustrated tale created by**

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**Nicholas Gurewitch, author
of The Perry Bible
Fellowship Almanack! Death
becomes a patient of a
recently-bereaved
psychoanalyst. The topic of
discussion? His frolicsome**

Page 182/239

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**child, who has no apparent
interest in grim-reaping!
Featuring an unfathomable
number of lines which have
been hand-chiseled into
inked clay, this labor of love
by Nicholas Gurewitch**

Page 183/239

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invokes the morbid humor of his comic strip (The Perry Bible Fellowship) and the spooky silent-film qualities of the late Edward Gorey. "This book narrows down the scope of data mining by

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**adopting a heavily modeling-
oriented perspective"--**

**Investors and technology
gurus have called big data
one of the most important
trends to come along in
decades. Big Data Bootcamp**

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**explains what big data is and
how you can use it in your
company to become one of
tomorrow's market leaders.
Along the way, it explains
the very latest technologies,
companies, and**

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advancements. Big data holds the keys to delivering better customer service, offering more attractive products, and unlocking innovation. That's why, to remain competitive, every

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**organization should become
a big data company. It's also
why every manager and
technology professional
should become
knowledgeable about big
data and how it is**

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**transforming not just their
own industries but the
global economy. And that
knowledge is just what this
book delivers. It explains
components of big data like
Hadoop and NoSQL**

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**databases; how big data is
compiled, queried, and
analyzed; how to create a big
data application; and the
business sectors ripe for big
data-inspired products and
services like retail,**

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**healthcare, finance, and
education. Best of all, your
guide is David Feinleib,
renowned entrepreneur,
venture capitalist, and
author of Why Startups Fail.
Feinleib's Big Data**

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**Landscape, a market map
featured and explained in
the book, is an industry
benchmark that has been
viewed more than 150,000
times and is used as a
reference by VMWare, Dell,**

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**Intel, the U.S. Government
Accountability Office, and
many other organizations.
Feinleib also explains: • Why
every businessperson needs
to understand the
fundamentals of big data or**

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get run over by those who do

- How big data differs from traditional database management systems**
- How to create and run a big data project**
- The technical details powering the big data**

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**revolution Whether you're a
Fortune 500 executive or the
proprietor of a restaurant or
web design studio, Big Data
Bootcamp will explain how
you can take full advantage
of new technologies to**

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A Data Citizen's Survival
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**A Programmer's Reference
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Medicine
Hands-on Question
Answering Systems with**

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BERT

**Create an Authentic
Experience in the Peer-to-
Peer Economy**

This volume constitutes the
proceedings of the 11th
International Conference on

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Social Informatics, SocInfo
2019, held in Doha, Qatar, in
November 2019. The 17 full
and 5 short papers presented
in these proceedings were
carefully reviewed and
selected from 86 submissions.

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The papers presented in this volume cover a broad range of topics, ranging from the study of socio-technical systems, to computer science methods to analyze complex social processes, as well as social

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concepts in the design of information systems.

Develop, deploy, and scale your applications with Google Cloud Platform Key Features Create and deploy your applications on Google Cloud

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Platform Store and manage
source code and debug Cloud-
hosted apps with plugins and
IDEs Streamline developer
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Google Cloud Platform (GCP) provides autoscaling compute power and distributed in-memory cache, task queues, and datastores to write, build, and deploy Cloud-hosted applications. With Google

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Cloud Platform for Developers, you will be able to develop and deploy scalable applications from scratch and make them globally available in almost any language. This book will guide you in designing, deploying,

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your new applications with the various data solutions on GCP, including Cloud SQL, Bigtable, and Cloud Storage. This book will teach you how to streamline your workflow with tools such as Source

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Repositories, Container Builder, and StackDriver. Along the way, you'll see how to deploy and debug services with IntelliJ, implement continuous delivery pipelines, and configure robust monitoring and alerting for

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your production systems. By the end of this book, you'll be well-versed with all the development tools of Google Cloud Platform, and you'll develop, deploy, and manage highly scalable and reliable

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applications. What you will learn Understand the various service offerings on GCP Deploy and run services on managed platforms such as App Engine and Container Engine Securely maintain

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application states with Cloud Storage, Datastore, and Bigtable Leverage StackDriver monitoring and debugging to minimize downtime and mitigate issues without impacting users Design and

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implement complex software solutions utilizing Google Cloud Integrate with best-in-class big data solutions such as Bigquery, Dataflow, and Pub/Sub Who this book is for Google Cloud Platform for

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Developers is for application developers. This book will enable you to fully leverage the power of Google Cloud Platform to build resilient and intelligent software solutions. New York Times Bestseller

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After twenty consecutive losing seasons for the Pittsburgh Pirates, team morale was low, the club's payroll ranked near the bottom of the sport, game attendance was down, and the city was becoming increasingly

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disenchanted with its team. Pittsburghers joked their town was the city of champions...and the Pirates. Big Data Baseball is the story of how the 2013 Pirates, mired in the longest losing streak in

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North American pro sports history, adopted drastic big-data strategies to end the drought, make the playoffs, and turn around the franchise's fortunes. Award-winning journalist Travis Sawchik takes

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you behind the scenes to expertly weave together the stories of the key figures who changed the way the small-market Pirates played the game. For manager Clint Hurdle and the front office staff

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to save their jobs, they could not rely on a free agent spending spree, instead they had to improve the sum of their parts and find hidden value. They had to change. From Hurdle shedding his old-

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school ways to work closely with Neal Huntington, the forward-thinking data-driven GM and his team of talented analysts; to pitchers like A. J. Burnett and Gerrit Cole changing what and where they

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threw; to Russell Martin, the undervalued catcher whose expert use of the nearly-invisible skill of pitch framing helped the team's pitchers turn more balls into strikes; to Clint Barmes, a solid shortstop and

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one of the early adopters of the unconventional on-field shift which forced the entire infield to realign into positions they never stood in before. Under Hurdle's leadership, a culture of collaboration and

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creativity flourished as he successfully blended whiz kid analysts with graybeard coaches—a kind of symbiotic teamwork which was unique to the sport. Big Data Baseball is Moneyball on steroids. It is an

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entertaining and enlightening underdog story that uses the 2013 Pirates season as the perfect lens to examine the sport's burgeoning big-data movement. With the help of data-tracking systems like

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PitchF/X and TrackMan, the Pirates collected millions of data points on every pitch and ball in play to create a tome of color-coded reports that revealed groundbreaking insights for how to win more

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games without spending a dime. In the process, they discovered that most batters struggled to hit two-seam fastballs, that an aggressive defensive shift on the field could turn more batted balls

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into outs, and that a catcher's most valuable skill was hidden. All these data points which aren't immediately visible to players and spectators, are the bit of magic that led the Pirates to spin straw in to gold, finish

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the 2013 season in second place, end a twenty-year losing streak.

The Only Official Google Cloud Study Guide The Official Google Cloud Certified Associate Cloud Engineer

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Study Guide, provides everything you need to prepare for this important exam and master the skills necessary to land that coveted Google Cloud Engineering certification. Beginning with a

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pre-book assessment quiz to evaluate what you know before you begin, each chapter features exam objectives and review questions, plus the online learning environment includes additional complete

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practice tests. Written by Dan Sullivan, a popular and experienced online course author for machine learning, big data, and Cloud topics, Official Google Cloud Certified Associate Cloud Engineer

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Study Guide is your ace in the hole for deploying and managing Google Cloud Services. • Select the right Google service from the various choices based on the application to be built •

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Compute with Cloud VMs and managing VMs • Plan and deploying storage • Network and configure access and security Google Cloud Platform is a leading public cloud that provides its users to many of

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the same software, hardware, and networking infrastructure used to power Google services. Businesses, organizations, and individuals can launch servers in minutes, store petabytes of data, and implement global

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virtual clouds with the Google Cloud Platform. Certified Associate Cloud Engineers have demonstrated the knowledge and skills needed to deploy and operate infrastructure, services, and

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networks in the Google Cloud. This exam guide is designed to help you understand the Google Cloud Platform in depth so that you can meet the needs of those operating resources in the Google Cloud.

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The Business Case for Big Data

Big data, machine learning,
and more, using Python tools

Creating a Data-Driven
Organization

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Introducing Data Science Explained Using R

This book constitutes the
refereed proceedings of the
First International
Conference on Ubiquitous
Communications and Network
Computing, UBICNET 2017,

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held in Bangalore, India, in August 2017. The 23 full papers were selected from 71 submissions and are grouped in topical sections on safety and energy efficient computing, cloud computing and mobile commerce,

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advanced and software
defined networks, and
advanced communication
systems and networks.

Practical Applications

11th International

Conference, SocInfo 2019,

Doha, Qatar, November 18–21,

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Math, Miracles, and the End
of a 20-Year Losing Streak
Statistical Methods for
Environmental Epidemiology
with R