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A Beginner's Guide to Data Analytics

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Call for Chapters

A Beginner's Guide to Data Analytics

Aims and Scope:

The aim of this book is to provide a comprehensive yet accessible guide for readers to understand and apply key concepts in data analytics. It seeks to bridge the gap between theoretical understanding and practical application, offering readers hands-on experience with real-world datasets. The book covers the entire data analytics pipeline, from basic descriptive statistics to advanced predictive modeling techniques, ensuring that readers develop a solid foundation in both theory and practice.This book caters to a broad audience, including students, professionals, and anyone interested in data-driven decision-making. The scope spans across:Descriptive Analytics: Introducing fundamental concepts like central tendency and dispersion to lay the groundwork for understanding data.Data Manipulation: Focusing on the use of Python's Pandas library to clean, prepare, and transform data for analysis.Data Visualization: Demonstrating various visualization techniques to interpret and present data insights.Predictive Modeling: Covering essential predictive analytics methods, including linear and logistic regression, decision trees, and artificial neural networks.Clustering: Introducing unsupervised learning techniques like K-means and KNN for data segmentation.Future Trends: Highlighting the emerging trends in data analytics and offering insights into the evolving landscape of the field.With its balanced approach between theory and experiments, this book empowers readers to confidently tackle data analytics projects across diverse industries.

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