



## PMML in Action (2nd Edition): Unleashing the Power of Open Standards for Data Mining and Predictive Analytics (Paperback)

By Alex Guazzelli, Wen-Ching Lin, Tridivesh Jena

Createspace, United States, 2012. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The data mining community has derived a broad foundation of statistical algorithms and software solutions that has allowed predictive analytics to become a standard approach used in science and industry. For many years, much emphasis has been placed on the development of predictive models. As a consequence, the market place offers a range of powerful tools, many open-source, for effective model building. However, once we turn to the operational deployment and practical application of predictive solutions within an existing IT infrastructure, we face a much more limited choice of options. Often it takes months for models to be integrated and deployed via custom code or proprietary processes. The Predictive Model Markup Language (PMML) standard has reached a significant stage of maturity and has obtained broad industry support, allowing users to develop predictive solutions within one application and use another to execute them. Previously, this was very difficult, but with PMML, the exchange of predictive solutions between compliant applications is now straightforward. The aim of this book is to present PMML from a practical perspective. It contains a variety of code snippets...



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