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Citizen Data Scientist Course

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Section 5 - What is Predictive Analytics?

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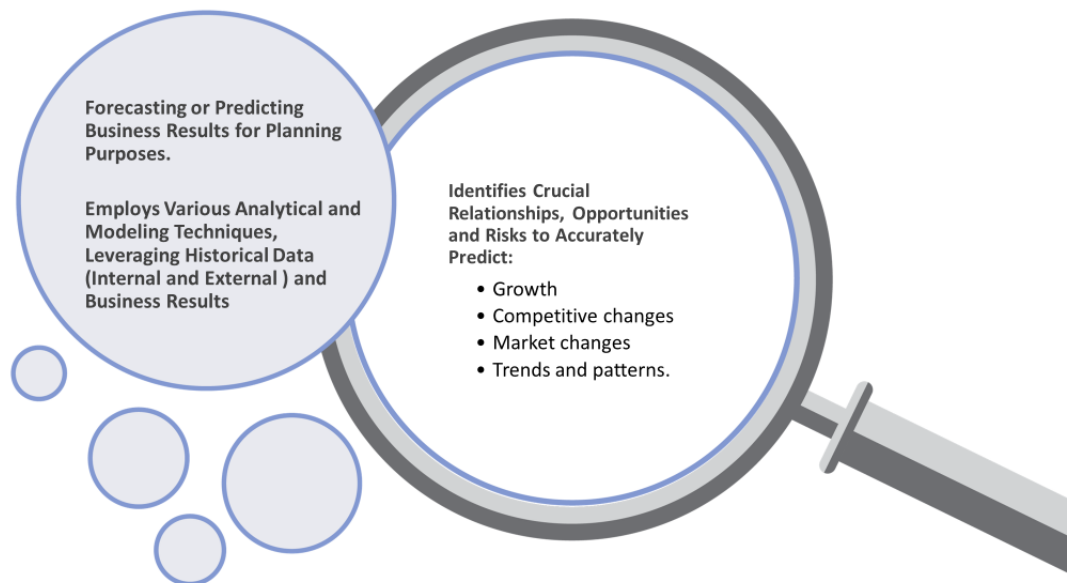
Gartner Glossary of Terms: Predictive Analytics is a form of advanced analytics which examines data or content to answer the question "What is going to happen?" or more precisely, "What is likely to happen?", and is characterized by techniques such as regression analysis, forecasting, multivariate statistics, pattern matching, predictive modeling, and forecasting.