



PMML in Action: Unleashing the Power of Open Standards for Data Mining and Predictive Analytics

Alex Guazzelli, Wen-Ching Lin, Tridivesh Jena

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PMML (Predictive Model Markup Language) is the de facto standard used to represent and share predictive analytic solutions between applications. This enables data mining scientists and users alike to easily build, visualize, and deploy their solutions using different platforms and systems. This book presents PMML from a practical perspective. It contains a variety of code snippets so that concepts are made clear through the use of examples. "PMML in Action" is a great way to learn how to represent your predictive models through a mature open standard. The book is divided into six parts, taking you into a PMML journey in which language elements and attributes are used to represent not only modeling techniques but also data transformations. With PMML, users benefit from a single and concise standard to represent data and models, thus avoiding the need for custom code and proprietary solutions. You too can join the PMML movement! Unleash the power of predictive analytics and data mining today!

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