
Customer Analytics Using Deep Learning With Keras To

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PIERRE TRISTEN

Artificial Intelligence and Machine Learning in Business Management
John Wiley & Sons

The second edition of a comprehensive introduction to machine learning approaches used in predictive data analytics, covering both theory and practice. Machine learning is often used to build predictive

models by extracting patterns from large datasets. These models are used in predictive data analytics applications including price prediction, risk assessment, predicting customer behavior, and document classification. This introductory textbook offers a detailed and focused treatment of the most important machine learning approaches used in

predictive data analytics, covering both theoretical concepts and practical applications. Technical and mathematical material is augmented with explanatory worked examples, and case studies illustrate the application of these models in the broader business context. This second edition covers recent developments in machine learning, especially in a new chapter on deep learning, and two new

chapters that go beyond predictive analytics to cover unsupervised learning and reinforcement learning. The book is accessible, offering nontechnical explanations of the ideas underpinning each approach before introducing mathematical models and algorithms. It is focused and deep, providing students with detailed knowledge on core concepts, giving them a solid basis for exploring the

field on their own. Both early chapters and later case studies illustrate how the process of learning predictive models fits into the broader business context. The two case studies describe specific data analytics projects through each phase of development, from formulating the business problem to implementation of the analytics solution. The book can be

used as a textbook at the introductory level or as a reference for professionals. Nature-Inspired Algorithms for Big Data Frameworks Apress This book highlights the recent research on soft computing and pattern recognition and their various practical applications. It presents 62 selected papers from the 12th International Conference on Soft

Computing and Pattern Recognition (SoCPaR 2020) and 35 papers from the 16th International Conference on Information Assurance and Security (IAS 2020), which was held online, from December 15 to 18, 2020. A premier conference in the field of artificial intelligence, SoCPaR-IAS 2020 brought together researchers, engineers and practitioners whose work involves intelligent systems,

network security and their applications in industry. Including contributions by authors from 40 countries, the book offers a valuable reference guide for all researchers, students and practitioners in the fields of Computer Science and Engineering. *Deep Learning for Business with R* Springer Explore fundamental to advanced Python 3 topics in six steps, all designed to

make you a worthy practitioner. This updated version's approach is based on the "six degrees of separation" theory, which states that everyone and everything is a maximum of six steps away and presents each topic in two parts: theoretical concepts and practical implementation using suitable Python 3 packages. You'll start with the fundamentals of Python 3 programming language,

<p>machine learning history, evolution, and the system development frameworks. Key data mining/analyses concepts, such as exploratory analysis, feature dimension reduction, regressions, time series forecasting and their efficient implementation in Scikit-learn are covered as well. You'll also learn commonly used model diagnostic and tuning techniques.</p>	<p>These include optimal probability cutoff point for class creation, variance, bias, bagging, boosting, ensemble voting, grid search, random search, Bayesian optimization, and the noise reduction technique for IoT data. Finally, you'll review advanced text mining techniques, recommender systems, neural networks, deep learning, reinforcement learning techniques</p>	<p>and their implementation. All the code presented in the book will be available in the form of iPython notebooks to enable you to try out these examples and extend them to your advantage. What You'll Learn Understand machine learning development and frameworks Assess model diagnosis and tuning in machine learning Examine text mining, natural language</p>
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processing (NLP), and recommender systems Review reinforcement learning and CNN Who This Book Is For Python developers, data engineers, and machine learning engineers looking to expand their knowledge or career into machine learning area.

Predictive Analytics with Microsoft Azure Machine Learning 2nd Edition Packt Publishing Ltd
As technology

continues to become more sophisticated, mimicking natural processes and phenomena becomes more of a reality. Continued research in the field of natural computing enables an understanding of the world around us, in addition to opportunities for manmade computing to mirror the natural processes and systems that have existed for centuries. Nature-Inspired Algorithms for

Big Data Frameworks is a collection of innovative research on the methods and applications of extracting meaningful information from data using algorithms that are capable of handling the constraints of processing time, memory usage, and the dynamic and unstructured nature of data. Highlighting a range of topics including genetic algorithms,

data classification, and wireless sensor networks, this book is ideally designed for computer engineers, software developers, IT professionals, academicians, researchers, and upper-level students seeking current research on the application of nature and biologically inspired algorithms for handling challenges posed by big data in diverse environments. Fundamentals

of Machine Learning for Predictive Data Analytics, second edition Smart Creative Publishing Deep Learning for Data Analytics Foundations, Biomedical Applications, and Challenges Academic Press *Master Data Analytics & Machine Learning with Optimized Marketing Strategies (Artificial Intelligence, Neural Networks, Algorithms & Predictive Modelling*

Academic Press
Learn how to process and analysis data using Python
KEY FEATURES
- The book has theories explained elaborately along with Python code and corresponding output to support the theoretical explanations. The Python codes are provided with step-by-step comments to explain each instruction of the code. - The book is not just dealing with the background

mathematics alone or only the programs but beautifully correlates the background mathematics to the theory and then finally translating it into the programs. - A rich set of chapter-end exercises are provided, consisting of both short-answer questions and long-answer questions.

DESCRIPTION
This book introduces the fundamental concepts of Data Science, which has proved to be a major game-

changer in business solving problems. Topics covered in the book include fundamentals of Data Science, data preprocessing, data plotting and visualization, statistical data analysis, machine learning for data analysis, time-series analysis, deep learning for Data Science, social media analytics, business analytics, and Big Data analytics. The content of the book describes the

fundamentals of each of the Data Science related topics together with illustrative examples as to how various data analysis techniques can be implemented using different tools and libraries of Python programming language. Each chapter contains numerous examples and illustrative output to explain the important basic concepts. An appropriate number of questions is presented at

the end of each chapter for self-assessing the conceptual understanding . The references presented at the end of every chapter will help the readers to explore more on a given topic. WHAT WILL YOU LEARN Perform processing on data for making it ready for visual plot and understand the pattern in data over time. Understand what machine learning is and how learning

can be incorporated into a program. Know how tools can be used to perform analysis on big data using python and other standard tools. Perform social media analytics, business analytics, and data analytics on any data of a company or organization. WHO THIS BOOK IS FOR The book is for readers with basic programming and mathematical skills. The book is for any engineering

graduates that wish to apply data science in their projects or wish to build a career in this direction. The book can be read by anyone who has an interest in data analysis and would like to explore more out of interest or to apply it to certain real-life problems. TABLE OF CONTENTS 1. Fundamentals of Data Science1 2. Data Preprocessing 3. Data Plotting and Visualization 4. Statistical

<p>Data Analysis 5. Machine Learning for Data Science 6. Time-Series Analysis 7. Deep Learning for Data Science 8. Social Media Analytics 9. Business Analytics 10. Big Data Analytics Python Social Media Analytics Apress The Machine Age of Customer Insight demonstrates the impact of machine learning and data analytics, combining an academic state-of-the-art overview</p>	<p>of machine learning with cases from well-known companies. These cases show the opportunities and challenges of the transformation process for business and for customer insights more specifically. <u>Principles, Methods, and Applications</u> John Wiley & Sons Leverage the power of Python to collect, process, and mine deep insights from social media data About This Book</p>	<p>Acquire data from various social media platforms such as Facebook, Twitter, YouTube, GitHub, and more Analyze and extract actionable insights from your social data using various Python tools A highly practical guide to conducting efficient social media analytics at scale Who This Book Is For If you are a programmer or a data analyst familiar with the Python programming language and want to</p>
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perform analyses of your social data to acquire valuable business insights, this book is for you. The book does not assume any prior knowledge of any data analysis tool or process. What You Will Learn Understand the basics of social media mining Use PyMongo to clean, store, and access data in MongoDB Understand user reactions and emotion detection on

Facebook Perform Twitter sentiment analysis and entity recognition using Python Analyze video and campaign performance on YouTube Mine popular trends on GitHub and predict the next big technology Extract conversational topics on public internet forums Analyze user interests on Pinterest Perform large-scale social media analytics on the cloud In Detail Social

Media platforms such as Facebook, Twitter, Forums, Pinterest, and YouTube have become part of everyday life in a big way. However, these complex and noisy data streams pose a potent challenge to everyone when it comes to harnessing them properly and benefiting from them. This book will introduce you to the concept of social media analytics, and how you can leverage its capabilities to empower your

business. Right from acquiring data from various social networking sources such as Twitter, Facebook, YouTube, Pinterest, and social forums, you will see how to clean data and make it ready for analytical operations using various Python APIs. This book explains how to structure the clean data obtained and store in MongoDB using PyMongo. You will also perform web scraping and

visualize data using Scrappy and BeautifulSoup. Finally, you will be introduced to different techniques to perform analytics at scale for your social data on the cloud, using Python and Spark. By the end of this book, you will be able to utilize the power of Python to gain valuable insights from social media data and use them to enhance your business processes. Style and approach This

book follows a step-by-step approach to teach readers the concepts of social media analytics using the Python programming language. To explain various data analysis processes, real-world datasets are used wherever required.

Deep Learning in Data Analytics

CRC Press
This book gathers papers addressing state-of-the-art research in the areas of

machine learning and predictive analysis, presented virtually at the Fourth International Conference on Information and Communication Technology for Intelligent Systems (ICTIS 2020), India. It covers topics such as intelligent agent and multi-agent systems in various domains, machine learning, intelligent information retrieval and business intelligence, intelligent

information system development using design science principles, intelligent web mining and knowledge discovery systems. Deep Learning Techniques and Optimization Strategies in Big Data Analytics John Wiley & Sons Leverage Deep Learning for Business Analysis - with Python! Deep Learning for Business With Python takes you on a gentle, fun and unhurried journey to building your

own deep neural network models for business use in Python. It demystifies deep learning by taking a how-to approach through a series of business case studies. Using plain language, it offers a simple, intuitive, practical, non-mathematical, easy to follow guide to the most successful ideas, outstanding techniques and usable solutions available

using Python. QUICK AND EASY: Deep Learning for Business With Python offers the ideal introduction to deep learning for business analysis. It is designed to be accessible. It will teach you, in simple and easy-to-understand terms, how to take advantage of deep learning to enhance business outcomes using Python. NO EXPERIENCE?: I'm assuming you never did like linear algebra, don't want to see

things derived, dislike complicated computer code, and you're here because you want to see how to use deep neural networks for business problems explained in plain language, and try them out for yourself. THIS BOOK IS FOR YOU IF YOU WANT: Explanations rather than mathematical derivation Real world applications that make sense. Illustrations to deepen your

understanding . Worked examples you can easily follow and immediately implement. Ideas you can actually use and try on your own data. TAKE THE SHORTCUT: Through a simple to follow process you will learn how to build deep neural network models for business problems using Python. Once you have mastered the process, it will be easy for you to translate your

knowledge into your own powerful business applications. Each chapter covers, step by step, a different aspect of deep neural networks. You get your hands dirty as you work through some challenging real world business issues. YOU'LL LEARN HOW TO: Unleash the power of Deep Neural Networks for classifying Insurance Claims. Develop hands on solutions to predict

product yield. Design successful applications for modeling customer churn. Master techniques for efficient classification in peer to peer marketplaces. Deploy deep neural networks to predict crash injury severity. Adopt winning solutions to forecast property value. Everything you need to get started is contained within this book. Deep Learning for Business with Python is your

very own hands on practical, tactical, easy to follow guide to mastery. Buy this book today, your next big breakthrough using deep neural networks is only a page away!
Artificial Intelligence Trends for Data Analytics Using Machine Learning and Deep Learning Approaches
Springer Nature
Are you a new business owner? Or an entrepreneur looking to catch up to the big

companies in your industrial sector? If you want to understand and master the fundamentals and importance of data science technologies to kick start your business or take it to the next level, then keep reading. Thanks to the smart and savvy customer of today, the competition to gain new customers while retaining the existing customers is fierce. As a result, companies are

increasingly relying upon cutting edge technologies such as big data analytics, data mining technology, machine learning, and artificial intelligence technology to gain an edge over the competition. Today, machine learning and artificial intelligence have given rise to sophisticated machines that can study human behavior and activity to identify underlying human behavioral

patterns and precisely predict what products and services consumers are interested in. Businesses with an eye on the future are gradually turning into technology companies under the façade of their intended business model. It is getting increasingly challenging for traditional businesses to retain their customers without adopting one or more of the cutting-edge technology explained in

this book. Those entrepreneurs and business executives who have a sound understanding of the current challenges and status of their business will be primed to make informed decisions to meet the challenges head-on and improve their bottom line. Receive overarching guidance on how you can adopt any and all of the Data Science technologies in your business model to

accelerate your growth rate. Learn how researchers are breaking the boundaries of data science to mimic human intelligence in machines. Learn the data science lifecycle in such extensive detail that you will be fully prepared to initiate and complete a data science implementation project in your business. Learn all about the historical development to the current

explosion in this field of Big Data Analytics and how it differs data visualization techniques. Dig deep into the data mining process, the benefits of using data mining technology, the challenges facing the data mining technology and learn about some data mining tools that you can leverage for your business. Gain an in-depth understanding of various machine learning

algorithms do assess the best Machine learning algorithm applicable to your business model. Learn the very important concept of data science and machine learning Decision Trees, applicable to small and large businesses across the industrial spectrum, explained thoroughly using real-life examples for ease of understanding . Master the concept of sales and

marketing funnel along with the tools available for sales funnel analytics in the market today. Deep dive into the concept of personalized marketing, predictive analytics, customer analytics, and exploratory data analysis presented with details on how you can make sense out of all your customer behavioral data. This book is filled with real-life examples to help you understand the nitty-gritty

of all the concepts as well as names and description of multiple tools that you can further explore and selectively implement in your business to reap the benefits of these cutting-edge technologies. Would You Like to Know More? Get This Book Today to get access to Artificial Intelligence and Machine Learning power. *Predictive Analytics with Microsoft Azure Machine*

Learning Packt Publishing Ltd This book presents the proceedings of the International Conference on Emerging Research in Electronics, Computer Science and Technology (ICERECT) organized by PES College of Engineering in Mandya. Featuring cutting-edge, peer-reviewed articles from the field of electronics, computer science and technology, it is a valuable resource for members of the scientific research community. *Fundamentals of Machine Learning for Predictive Data Analytics, second edition* Apress HANDBOOK OF INTELLIGENT COMPUTING AND OPTIMIZATION FOR SUSTAINABLE DEVELOPMENT This book provides a comprehensive overview of the latest breakthroughs and recent progress in sustainable intelligent computing technologies, applications, and optimization techniques across various industries. Optimization has received enormous attention along with the rapidly increasing use of communication technology and the development of user-friendly software and artificial intelligence. In almost all human activities, there is a desire to deliver the highest possible results with the least

amount of effort. Moreover, optimization is a very well-known area with a vast number of applications, from route finding problems to medical treatment, construction, finance, accounting, engineering, and maintenance schedules in plants. As far as optimization of real-world problems is concerned, understanding the nature of the problem and grouping it in a proper

class may help the designer employ proper techniques which can solve the problem efficiently. Many intelligent optimization techniques can find optimal solutions without the use of objective function and are less prone to local conditions. The 41 chapters comprising the Handbook of Intelligent Computing and Optimization for

Sustainable Development by subject specialists, represent diverse disciplines such as mathematics and computer science, electrical and electronics engineering, neuroscience and cognitive sciences, medicine, and social sciences, and provide the reader with an integrated understanding of the importance that intelligent computing has in the sustainable development of current

societies. It discusses the emerging research exploring the theoretical and practical aspects of successfully implementing new and innovative intelligent techniques in a variety of sectors, including IoT, manufacturing, optimization, and healthcare. Audience It is a pivotal reference source for IT specialists, industry professionals, managers, executives, researchers, scientists, and

engineers seeking current research in emerging perspectives in the field of artificial intelligence in the areas of Internet of Things, renewable energy, optimization, and smart cities. *Foundations, Biomedical Applications, and Challenges* Academic Press This book discuss how deep learning can help healthcare images or text data in making useful

decisions". For that, the need of reliable deep learning models like Neural networks, Convolutional neural network, Backpropagation, Recurrent neural network is increasing in medical image processing, i.e., in Colorization of Black and white images of X-Ray, automatic machine translation, object classification in photographs / images (CT-SCAN), character or

useful generation (ECG), image caption generation, etc. Hence, Reliable Deep Learning methods for perception or producing better results are highly effective for e-healthcare applications, which is the challenge of today. For that, this book provides some reliable deep learning or deep neural networks models for healthcare applications via receiving chapters from around the world. In

summary, this book will cover introduction, requirement, importance, issues and challenges, etc., faced in available current deep learning models (also include innovative deep learning algorithms/ models for curing disease in Medicare) and provide opportunities for several research communities with including several research gaps in deep learning models (for healthcare

applications). *Learn PySpark* CRC Press Machine Learning Approach for Cloud Data Analytics in IoT The book covers the multidimensional perspective of machine learning through the perspective of cloud computing and Internet of Things ranging from fundamentals to advanced applications Sustainable computing paradigms like cloud and fog are capable of handling issues related

to performance, storage and processing, maintenance, security, efficiency, integration, cost, energy and latency in an expeditious manner. In order to expedite decision-making involved in the complex computation and processing of collected data, IoT devices are connected to the cloud or fog environment. Since machine learning as a service provides the best support

in business intelligence, organizations have been making significant investments in this technology. Machine Learning Approach for Cloud Data Analytics in IoT elucidates some of the best practices and their respective outcomes in cloud and fog computing environments. It focuses on all the various research issues related to big data storage and analysis, large-scale data

processing, knowledge discovery and knowledge management, computational intelligence, data security and privacy, data representation and visualization, and data analytics. The featured technologies presented in the book optimizes various industry processes using business intelligence in engineering and technology. Light is also shed on cloud-based embedded

software development practices to integrate complex machines so as to increase productivity and reduce operational costs. The various practices of data science and analytics which are used in all sectors to understand big data and analyze massive data patterns are also detailed in the book.

Proceedings of ICTIS 2020 MIT Press
Master Deep Learning & Leverage

Business Analytics - the Easy Way!
Deep Learning for Business With R takes you on a gentle, fun and unhurried journey to building your own deep neural network models for business use in R. Using plain language, it offers an intuitive, practical, non-mathematical, easy to follow guide to the most successful ideas, outstanding techniques and usable solutions

available using R. BUSINESS ANALYTICS FAST! This book is an ideal introduction to deep learning for business analytics. It is designed to be accessible. It will teach you, in simple and easy-to-understand terms, how to take advantage of deep learning to enhance business outcomes. NO EXPERIENCE REQUIRED I'm assuming you never did like linear algebra, don't want to see things derived,

dislike
complicated
computer
code, and
you're here
because you
want to see
how to use
deep neural
networks for
business
problems
explained in
plain
language, and
try them out
for yourself.
THIS BOOK IS
FOR YOU IF
YOU WANT:
Explanations
rather than
mathematical
derivation
Real world
applications
that make
sense.
Illustrations to
deepen your
understanding
. Worked

examples in R
you can easily
follow and
immediately
implement.
Ideas you can
actually use
and try on
your own
data. QUICK
AND EASY:
Deep Learning
is little more
than using
straight-
forward steps
to process
data into
actionable
insight. And in
Deep Learning
for Business
with R, author
Dr. N.D Lewis
will show you
how that's
done. It's
easier than
you think.
Through a
simple to
follow process

you will learn
how to build
deep neural
network
models for
business
problems in R.
Once you
have
mastered the
process, it will
be easy for
you to
translate your
knowledge
into your own
powerful
business
applications.
TAKE THE
SHORTCUT: R
is easy to use,
available on
all major
operating
systems and
free! Each
chapter
covers, step
by step, a
different
aspect of deep

neural networks. You get your hands dirty as you work through some challenging real world business issues. YOU'LL LEARN HOW TO: Unleash the power of Deep Neural Networks for classifying the popularity of online news stories.. Develop hands on solutions for assessing customer churn.. Design successful applications for modeling customer brand choice. Master techniques for

efficient product demand forecasting. Deploy deep neural networks to predict credit card expenditure. Adopt winning solutions to forecast the value of automobiles. ACCELERATE YOUR PROGRESS If you want to accelerate your progress and act on what you have learned, this book is the place to get started. It reveals how deep neural networks work, and takes you

under the hood with an easy to follow process showing you how to build them faster than you imagined possible using the powerful and free R programming language. Everything you need to get started is contained within this book. Deep Learning for Business With R is your very own hands on practical, tactical, easy to follow guide to mastery Buy this book today your next big breakthrough

using deep neural networks is only a page away! With Machine Learning, Deep Learning and NLP Examples IGI Global Leverage machine and deep learning models to build applications on real-time data using PySpark. This book is perfect for those who want to learn to use this language to perform exploratory data analysis and solve an array of business challenges.

You'll start by reviewing PySpark fundamentals, such as Spark's core architecture, and see how to use PySpark for big data processing like data ingestion, cleaning, and transformations techniques. This is followed by building workflows for analyzing streaming data using PySpark and a comparison of various streaming platforms. You'll then see how to schedule

different spark jobs using Airflow with PySpark and book examine tuning machine and deep learning models for real-time predictions. This book concludes with a discussion on graph frames and performing network analysis using graph algorithms in PySpark. All the code presented in the book will be available in Python scripts on Github. What You'll Learn Develop pipelines for

streaming data processing using PySpark Build Machine Learning & Deep Learning models using PySpark latest offerings Use graph analytics using PySpark Create Sequence Embeddings from Text data Who This Book is For Data Scientists, machine learning and deep learning engineers who want to learn and use PySpark for real time analysis on streaming data. *Data Science for Marketing Analytics* Springer Nature Demystifying Big Data, Machine Learning, and Deep Learning for Healthcare Analytics presents the changing world of data utilization, especially in clinical healthcare. Various techniques, methodologies, and algorithms are presented in this book to organize data in a structured manner that will assist physicians in the care of patients and help biomedical engineers and computer scientists understand the impact of these techniques on healthcare analytics. The book is divided into two parts: Part 1 covers big data aspects such as healthcare decision support systems and analytics-related topics. Part 2 focuses on the current frameworks and applications of deep learning and machine learning, and provides an

outlook on future directions of research and development. The entire book takes a case study approach, providing a wealth of real-world case studies in the application chapters to act as a foundational reference for biomedical engineers, computer scientists, healthcare researchers, and clinicians. Provides a comprehensive reference for biomedical engineers, computer scientists,

advanced industry practitioners, researchers, and clinicians to understand and develop healthcare analytics using advanced tools and technologies. Includes in-depth illustrations of advanced techniques via dataset samples, statistical tables, and graphs with algorithms and computational methods for developing new applications in healthcare informatics

Unique case study approach provides readers with insights for practical clinical implementation
Making Sense of Artificial Intelligence, Machine Learning and Data Analytics
John Wiley & Sons
Advanced Customer Analytics provides a clear guide to the specific analytical challenges faced by the retail sector. The book covers the nature and scale of data

obtained in transactions, relative proximity to the consumer and the need to monitor customer behaviour across multiple channels. The book advocates a category management approach, taking into account the need to understand the consumer mindset through elasticity modelling and discount strategies, as well as targeted marketing and loyalty design.

A practical, no-nonsense approach to complex scenarios is taken throughout, breaking down tasks into easily digestible steps. The use of a fictional retail analyst 'Scott' helps to provide accessible examples of practice. Advanced Customer Analytics does not skirt around the complexities of this subject but offers conceptual support to steer retail marketers towards

making the right choices for analysing their data. [Advanced Data Analytics Using Python](#) NLITX This book presents deep learning techniques, concepts, and algorithms to classify and analyze big data. Further, it offers an introductory level understanding of the new programming languages and tools used to analyze big data in real-time, such as Hadoop, SPARK, and GRAPHX. Big data analytics

using traditional techniques face various challenges, such as fast, accurate and efficient processing of big data in real-time. In addition, the Internet of Things is progressively increasing in various fields, like smart cities, smart homes, and e-health. As the enormous number of connected devices generate huge amounts of data every day, we need sophisticated algorithms to deal, organize,

and classify this data in less processing time and space. Similarly, existing techniques and algorithms for deep learning in big data field have several advantages thanks to the two main branches of the deep learning, i.e. convolution and deep belief networks. This book offers insights into these techniques and applications based on

these two types of deep learning. Further, it helps students, researchers, and newcomers understand big data analytics based on deep learning approaches. It also discusses various machine learning techniques in concatenation with the deep learning paradigm to support high-end data processing, data classifications, and real-time data processing

issues. The classification and presentation are kept quite simple to help the readers and students grasp the basics concepts of various deep learning paradigms

and frameworks. It mainly focuses on theory rather than the mathematical background of the deep learning concepts. The book consists of 5 chapters, beginning with

an introductory explanation of big data and deep learning techniques, followed by integration of big data and deep learning techniques and lastly the future directions.