



Building Products with Data: Using Machine Learning to Build Applications

Sean McClure

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Data-driven products for everything from fraud detection to dating apps that can predict, detect, connect, and explain facets of their environment are everywhere. If your organization is looking to investigate this market, *Building Products with Data* provides a conceptual overview of predictive apps, from their conceptual basics to the latest methods for building them.

Ideal for decision makers, developers, and data scientists, this practical guide will help you identify market opportunities and determine what type of product to build. You'll not only focus on machine learning, the current gold standard for applications that use and respond to data, you'll learn about the entire development pipeline and understand how to bring a data-driven product to market.

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