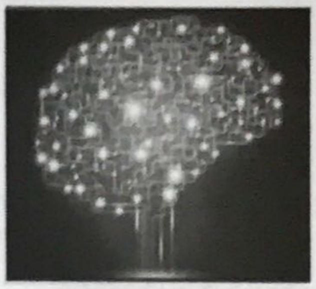
Machine Learning

HANDS-ON FOR DEVELOPERS AND TECHNICAL PROFESSIONALS

Jason Bell

WILEY



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To Wendy and Clarissa.

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Jason Bell has been working with point-of-sale and customer-loyalty data since 2002, and he has been involved in software development for more than 25 years. He is founder of Datasentiment, a UK business that helps companies worldwide with data acquisition, processing, and insight.

Acknowledgments

During the autumn of 2013, I was presented with some interesting options: either do a research-based PhD or co-author a book on machine learning. One would take six years and the other would take seven to eight months. Because of the speed the data industry was, and still is, progressing, the idea of the book was more appealing because I would be able to get something out while it was still fresh and relevant, and that was more important to me.

I say "co-author" because the original plan was to write a machine learning book with Aidan Rogers. Due to circumstances beyond his control he had to pull out. With Aidan's blessing, I continued under my own steam, and for that opportunity I can't thank him enough for his grace, encouragement, and support in that decision.

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