#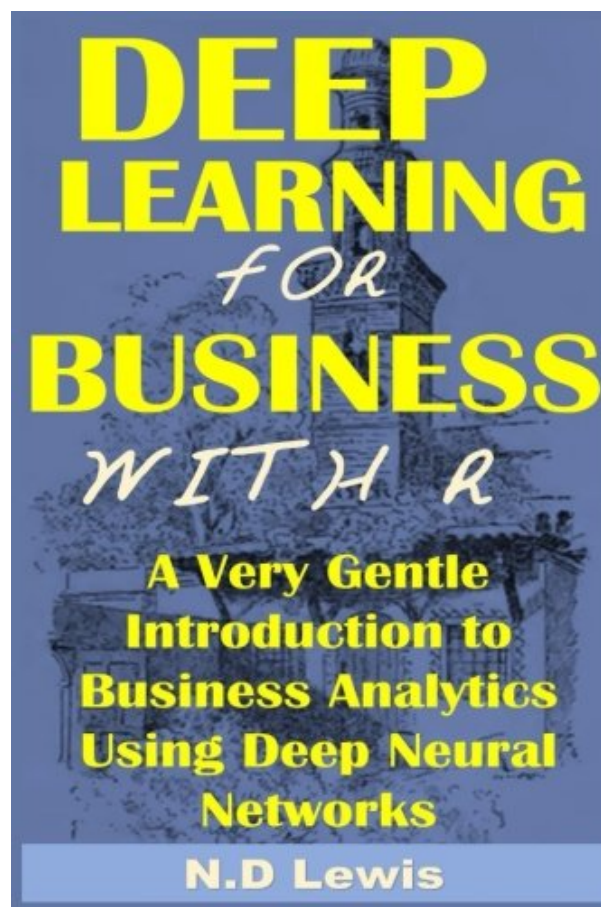 DEEP LEARNING FOR BUSINESS WITH R: A VERY GENTLE INTRODUCTION TO BUSINESS ANALYTICS USING DEEP NEURAL NETWORKS BY DR N D LEWIS

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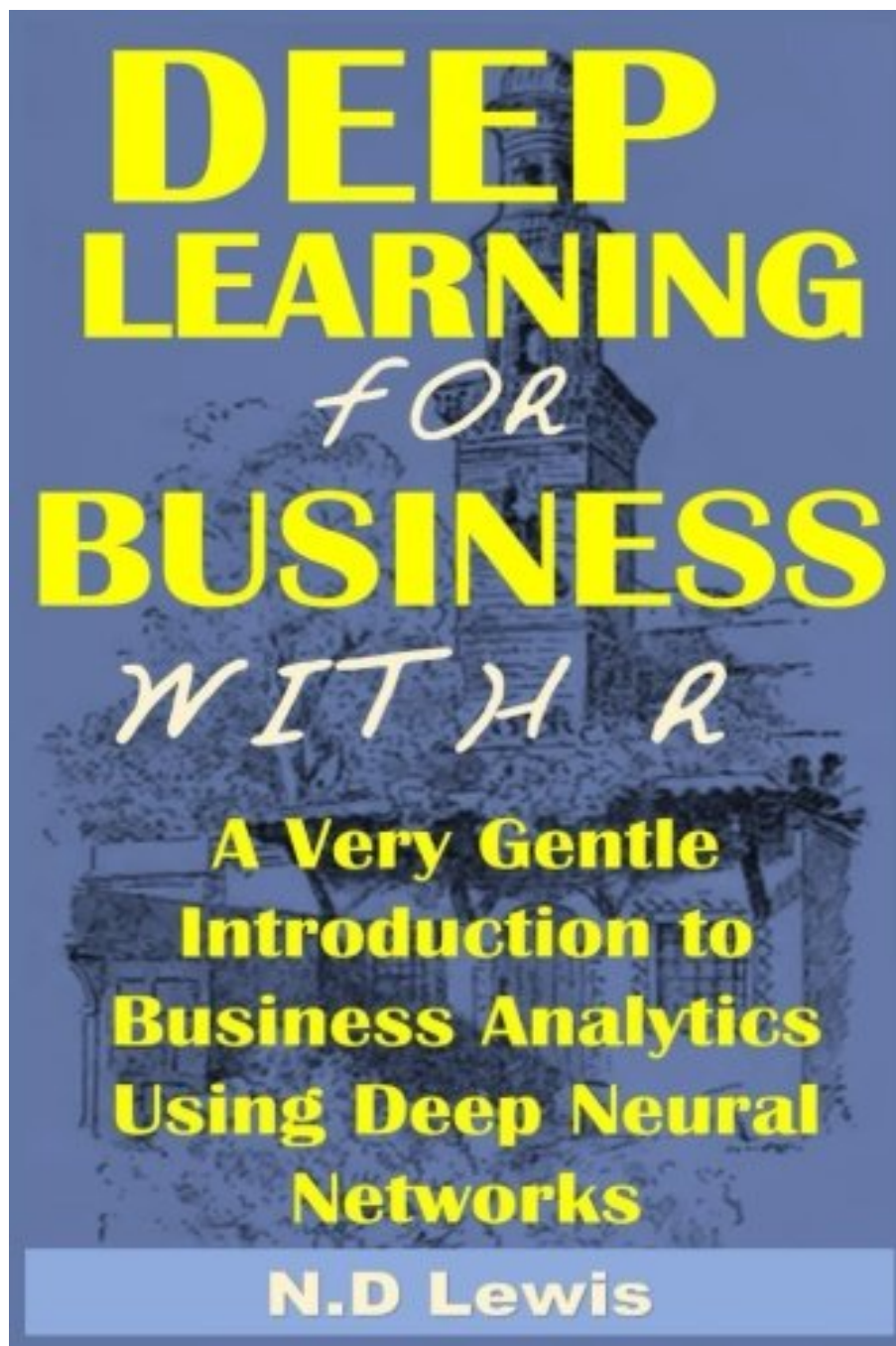
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3 for Content 5 for author's support
By Abacus
The book is reasonably good. It explains Deep Learning fairly well in a manner that is digestible for the non-PhD (notice the topic is very technical by nature, so it does cater to an audience that has a good understanding of quantitative methods in general). A definite positive associated with this book is that the author gives you exposure and teaches you how to use three different R Deep Learning packages.

However, the narrative includes a few confusing statements. For instance, the author advances that Deep Neural Networks (DNNs) are the equivalent of a series of Log-linear regression models. That's inaccurate. He meant to say Logit Regression models instead. Also, throughout the book he repeats that it is critical to standardize or scale the variables (using a Min/Max scaling) so as to render them Normally distributed. However, those procedures will not change the shape of the variable. They will only change its scale. So, this argument is not appropriate. I passed my criticism by the author, and he very graciously accepted them.

When it comes to the examples, they are interesting and well explained. But, they are not always replicable. I worked on a couple of chapters. And, at times I derived the same results at other times I got very different results with the same coding as his. I know DNNs can be unstable. So, that may explain some divergence in replication. However, we both started those models with the same seed number embedded in our codes. So, the divergence is puzzling. In one interesting case, he developed a DNN with a reasonably high R Square only to uncover that the underlying correlation between the model's estimate and the response variable was negative. This seemed mathematically improbable. When I ran the exact same model, I got a much lower R Square than he did. However, the correlation was positive as one would expect.

The author generates much goodwill with his readership. He is passionate about educating and sharing his knowledge. He is readily accessible. He actually helped me out with my coding in one case and very gladly accepted my debating some of the mentioned concepts with him.1 of 1 people found the following review helpful.
Best of breed on the subject matter
By OHYN
Easy reading. Practical info. I built models that work following the books step by step instructions. The references are fantastic too.
The author is easy to approach and continues to be helpful in answering questions related to the topics with rich resources.
I also got the Kindle version so I have a pocket workbook and reference on my smart phone.See all 2 customer reviews...

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