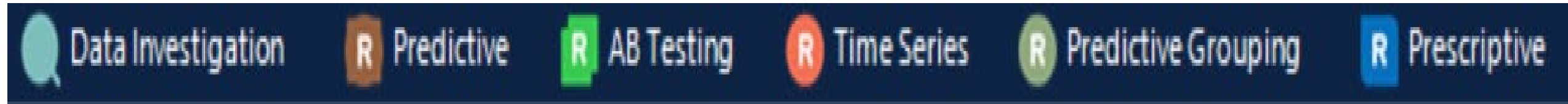
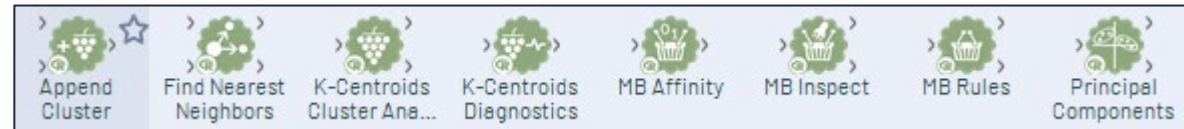


# Predictive Analytics



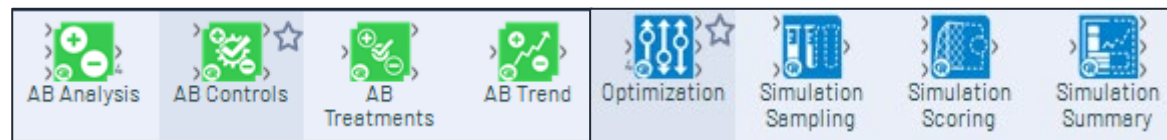
descriptive



diagnostic



predictive



prescriptive



# ALTERYX PREDICTIVE MASTER

- The Predictive Master Certification allows you to demonstrate your mastery of using predictive analytics and **machine learning** to provide data-driven insights to your organization. Predictive Masters have full command of data science lifecycle, including data preparation, data exploration, predictive modeling and evaluation, and interpretation and deployment. The scope of the exam includes predictive analytics concepts and all tools available in the Predictive Tools installation such as **regression & classification, and time series**.
- The Exam Tests Your Ability To:
- Prepare data for analysis: **impute missing values**, **perform feature engineering**, **handle unbalanced datasets**, and **create training and validation datasets**.
- Perform data investigation: **evaluate relationships between variables**, **identify outliers**, **determine the distribution of a variable**, **identify suitable variables for predicting a target variable** (select predictor variables that fit given criteria).
- Select appropriate algorithms to model datasets, **train**, **evaluate**, and **compare** predictive models, adjust hyperparameters to improve model performance.
- **Identify the strengths, weaknesses, and underlying concepts of different machine learning algorithms**.
- Communicate results: **interpret fit statistics and model reports**, make recommendations based on the analysis, **score new data with a trained model**, save a trained model object to be deployed or shared.