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Predictive Analytics of a Large Scale Model Using Computational Approach

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Abstract : The term Predictive data mining is usually applied to identify data mining projects with the goal to identify a statistical model or set of models that can be used to predict some response of interest. Data reduction is another possible objective for data mining. Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn - *predictive analytics*. By learning from your abundant historical data, predictive analytics provides the marketer something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and off, foreseeing which customers will buy, click, respond, convert or cancel. The customer predictions generated by predictive analytics deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit. For online applications such as e-marketing and customer care recommendations, predictive analytics acts in real-time, dynamically selecting the ad, web content or cross-sell product. This work presents a new predictive analysis and suggests an automatic classification approach which uses a new statistical model to automatically predict the classification to the web log events. This method uses Apriori algorithm for generating frequent itemsets, uses KNN clustering approach for clustering frequent itemsets and implements SVM classification technique to automatically predict the web log events.