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# Algorithms of the Intelligent Web

By Douglas McIlwraith, Haralambos Marmanis, Dmitry Babenko



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**Algorithms of the Intelligent Web** By Douglas McIlwraith, Haralambos Marmanis, Dmitry Babenko

## Summary

*Algorithms of the Intelligent Web, Second Edition* teaches the most important approaches to algorithmic web data analysis, enabling you to create your own machine learning applications that crunch, munge, and wrangle data collected from users, web applications, sensors and website logs.

Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

## About the Technology

Valuable insights are buried in the tracks web users leave as they navigate pages and applications. You can uncover them by using intelligent algorithms like the ones that have earned Facebook, Google, and Twitter a place among the giants of web data pattern extraction.

## About the Book

*Algorithms of the Intelligent Web, Second Edition* teaches you how to create machine learning applications that crunch and wrangle data collected from users, web applications, and website logs. In this totally revised edition, you'll look at intelligent algorithms that extract real value from data. Key machine learning concepts are explained with code examples in Python's scikit-learn. This book guides you through algorithms to capture, store, and structure data streams coming from the web. You'll explore recommendation engines and dive into classification via statistical algorithms, neural networks, and deep learning.

## What's Inside

- Introduction to machine learning
- Extracting structure from data
- Deep learning and neural networks
- How recommendation engines work

## About the Reader

Knowledge of Python is assumed.

## About the Authors

**Douglas McIlwraith** is a machine learning expert and data science practitioner in the field of online advertising. **Dr. Haralambos Marmanis** is a pioneer in the adoption of machine learning techniques for industrial solutions. **Dmitry Babenko** designs applications for banking, insurance, and supply-chain management. Foreword by Yike Guo.

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5. Case study: click prediction for online advertising
6. Deep learning and neural networks
7. Making the right choice
8. The future of the intelligent web
9. Appendix - Capturing data on the web

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## **Editorial Review**

### About the Author

**Douglas McIlwraith** earned his first degree at Cambridge in computer science before completing a PhD in sensor fusion from Imperial College in London. He is a machine learning expert, currently working as senior data scientist for a London-based advertising company.

**Dr. Haralambos Marmanis** is a pioneer in the adoption of machine learning techniques for industrial solutions. He has 25 years experience in developing professional software.

**Dmitry Babenko** has designed and built a wide variety of applications and infrastructure frameworks for banking, insurance, supply-chain management, and business intelligence companies. He received a M.S. degree in computer science from Belarussian State University of Informatics and Radioelectronics.

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The book Algorithms of the Intelligent Web will bring one to the new experience of reading the book. The author style to explain the idea is very unique. When you try to find new book to study, this book very suited to you. The book Algorithms of the Intelligent Web is much recommended to you to study. You can also get the e-book from the official web site, so you can quickly to read the book.

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People live in this new moment of lifestyle always try to and must have the extra time or they will get lot of

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