



# **Credit Scoring, Response Modeling, and Insurance Rating: A Practical Guide to Forecasting Consumer Behavior**

*S. Finlay*

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## **Credit Scoring, Response Modeling, and Insurance Rating: A Practical Guide to Forecasting Consumer Behavior** S. Finlay

A guide on how Predictive Analytics is applied and widely used by organizations such as banks, insurance providers, supermarkets and governments to drive the decisions they make about their customers, demonstrating who to target with a promotional offer, who to give a credit card to and the premium someone should pay for home insurance.

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