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The background of the cover features a dark green grid with various data visualization elements. There are several line graphs with different markers (squares, circles, diamonds) and colors (light green, white). Some graphs show trends over time, with axes labeled with dates like '02.04.2008' and '02.03.2008'. There are also scatter plots with circular markers. The overall aesthetic is technical and data-driven.

# MARKETING DATA SCIENCE

Modeling Techniques in Predictive  
Analytics with R and Python

# **Marketing Data Science**

**Modeling Techniques in Predictive Analytics  
with R and Python**

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# **Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python**

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