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A decision tree is an approach to predictive analysis that can help you make decisions. Suppose, for example, that you need to decide whether to invest a certain amount of money in one of three business projects: a food-truck business, a restaurant, or a bookstore.

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For example, in pattern recognition, analyzing patterns in the data (such as buying patterns in particular regions or age groups) can help you develop predictive analytics — in this case, predicting the nature of future data items that can fit well with established patterns.

Basics of Data Clusters in Predictive Analysis - dummies

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