



Feature Engineering for Machine Learning (Techniques, Tools and Applications)

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Product Description

Feature Engineering for Machine Learning (Techniques, Tools and Applications) Feature engineering is where machine learning success is truly built. Algorithms get the spotlight, but the real competitive edge lies in how you shape your data. Feature Engineering for Machine Learning is your practical, no-nonsense guide to transforming raw data into powerful signals that unlock model performance, reliability, and insight. Whether you're a data scientist, ML engineer, analyst, or student, this book takes you beyond theory into the craft of creating features that matter. You'll learn how to identify meaningful patterns, design robust transformations, handle messy real-world data, and systematically improve model outcomes. **Key Features** Through clear explanations, real examples, and actionable techniques, you'll discover how to:

- Turn raw data into predictive features
- Apply domain knowledge to engineer smarter signals
- Handle categorical, temporal, and high-dimensional data
- Avoid common pitfalls that sabotage model performance
- Build scalable, reproducible feature pipelines

Feature engineering isn't just a step in the workflow, it's the foundation of great machine learning. Master it, and you don't just build models... you build better decisions.

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Prof. A. B. Bhattacharya, Pro-Vice-Chancellor of JIS University, did his M. Sc. and Ph. D. degree in Physics from the University of Calcutta. He did his Post-doc from the Massachusetts Institute of Technology, USA and subsequently joined in the Department of Physics, Kalyani University. He has published 256 Research papers in high-impact Journals and over 150 proceeding papers in conferences. He has successfully guided 24 scholars for their Ph.D. and has written a large number of invited articles in many Journals. He is the author of 29 textbooks written for engineering and science students and also for general readers from many reputed publishers like Infinity Science Press, Taylor & Francis, etc. International Institute of Success Awareness honored him with their most coveted Institutional and globally reputed "Glory of India Gold Medal" for remarkable contributions to India's national prestige. He is a Life Fellow of the Institution of Electronics and Telecommunication Engineers. **R. Bhattacharya**

