



Practical Analytics Now a Microsoft Partner for Azure Machine Learning

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CHARLOTTE, NC, USA, November 3, 2014 /EINPresswire.com/ -- Practical [Analytics](#) today announced it has been designated as a Microsoft partner for Azure [Machine Learning](#). Considered an industry game changer, Azure Machine Learning combines new analytics tools, powerful algorithms, and years of Microsoft machine-learning research into one easy-to-use cloud service for predictive analytics.

"Azure Machine Learning is truly exciting for data geeks like us," said Daniel Stiefel, Founder of Practical Analytics. "It works for data novices and data scientists alike. And it gives start-ups and SMBs affordable access to tools previously available only to large, deep-pocketed companies. We are pleased to be able to offer our clients a wide range of services around helping them extract more value from their data faster and more efficiently."

Practical Analytics is developing a suite of cost-effective algorithms to help restaurant concepts get more from their advertising dollars using the Azure Machine Learning platform. The first model will enable managers to see which combination of items customers are purchasing more frequently.

According to Mr. Stiefel, the new algorithm suite was developed in response to requests of Chief Marketing Officers who wanted a better understanding of customer bundling behaviors so they could tailor pricing and promotional messaging to align with customer preferences.

About Practical Analytics

Practical Analytics is a Charlotte, North Carolina-based provider of cutting-edge analytics solutions that help businesses capitalize on the mountain of data they are sitting on. The company specializes in providing analytic and technical support to management teams with a range of cloud-based and open-source technologies. For more information, please visit <http://practicalanalyticsservices.com>.

Press release courtesy of Online PR Media: <http://bit.ly/1x1P2c6>

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