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praise for the first edition full of vivid and thought provoking anecdotes needs to be read by anyone with a serious interest in research and marketing research magazine shmueli et al have done a wonderful job in presenting the field of data mining a welcome addition to the literature computingreviews com incorporating a new focus on data visualization and time series forecasting data mining for business intelligence second edition continues to supply insightful detailed guidance on fundamental data mining techniques this new edition guides readers through the use of the microsoft office excel add in xlminer for developing predictive models and techniques for describing and finding patterns in data from clustering customers into market segments and finding the characteristics of frequent flyers to learning what items are purchased with other items the authors use interesting real world examples to build a theoretical and practical understanding of key data mining methods including classification prediction and affinity analysis as well as data reduction exploration and visualization the second edition now features three new chapters on time series forecasting introducing popular business forecasting methods including moving average exponential smoothing methods regression based models and topics such as explanatory vs predictive modeling two level models and ensembles a revised chapter on data visualization that now features interactive visualization principles and added assignments that demonstrate interactive visualization in practice separate chapters that each treat k nearest neighbors and naïve bayes methods summaries at the start of each chapter that supply an outline of key topics the book includes access to xlminer allowing readers to work hands on with the provided data throughout the book applications of the discussed topics focus on the business problem as motivation and avoid unnecessary statistical theory each chapter concludes with exercises that allow readers to assess their comprehension of the presented material the final chapter includes a set of cases that require use of the different data mining techniques and a related site features data sets exercise solutions powerpoint slides and case solutions data mining for business intelligence second edition is an excellent book for courses on data mining forecasting and decision support systems at the upper undergraduate and graduate levels it is also a one of a kind resource for analysts researchers and practitioners working with quantitative methods in the fields of business finance marketing computer science and information technology

data mining concepts and techniques fourth edition provides the theories and methods for processing gathered data or information to be used in various applications specifically it explains data mining and the tools used in discovering knowledge from the collected data

known as kdd it focuses on the feasibility usefulness effectiveness and scalability of techniques of large data sets after describing data mining the authors explain the methods of knowing preprocessing processing and warehousing data they then present information about data warehouses online analytical processing olap and data cube technology then the methods involved in mining frequent patterns associations and correlations for large data sets are described the book details the methods for data classification and introduces the concepts and methods for data clustering the remaining chapters discuss the outlier detection and the trends applications and research frontiers in data mining this book is intended for computer science students application developers business professionals and researchers who seek information on data mining presents dozens of algorithms and implementation examples all in pseudo code and suitable for use in real world large scale data mining projects addresses advanced topics such as mining object relational databases spatial databases multimedia databases time series databases text databases the world wide and applications in several fields provides a comprehensive practical look at the concepts and techniques needed to get the most out of your data

fully revised updated problems in marketing includes over 50 new problems the text covers a wide range of marketing practice each problem concentrating on a single concept or technique of marketing management

cutting edge machine learning principles practices and applications this comprehensive textbook explores the theoretical underpinnings of learning and equips readers with the knowledge needed to apply powerful machine learning techniques to solve challenging real world problems applied machine learning shows step by step how to conceptualize problems accurately represent data select and tune algorithms interpret and analyze results and make informed strategic decisions presented in a non rigorous mathematical style the book covers a broad array of machine learning topics with special emphasis on methods that have been profitably employed coverage includes supervised learning statistical learning learning with support vector machines svm learning with neural networks nn fuzzy inference systems data clustering data transformations decision tree learning business intelligence data mining and much more

unlike most books on object oriented development which concentrate almost exclusively on the methods and techniques this book places oo in the context of the business world useful advice from practitioners is provided as well as descriptions of some of the new tools available

offers a candid view of a war that played a significant role in the ultimate demise of the soviet union presents analysis absolutely vital to western policymakers as well as to political diplomatic and military historians and anyone interested in russian and soviet history provides insights regarding current and future russian struggles in ethnic conflicts both at and within their borders struggles that could potentially destroy the russian federation

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