An overview of data mining technology and how it is applied in a business environment. Methodologies are described that solve a variety of business problems and enhance firm level efficiency in a less technical, managerial style. The book also incorporates the data mining process into the spectrum of complementary technologies that together comprise corporate information systems that promote business intelligence. Business intelligence involves the proliferation of value added information throughout a given enterprise through the use of various software applications that promote efficiency for the firm.
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Data Mining for Business Analytics—Galit Shmueli 2019-10-14 Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using Python software for illustration. Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process. A new section on ethical issues in data mining. Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students. More than a dozen case studies demonstrating applications for the data mining techniques described. End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material. Presented a companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions. Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. “This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject.” —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book An Introduction to Statistical Learning, with Applications in R

Business Intelligence and Data Mining—Anil Maheshwari 2014-12-31 “This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining.” Dr. Edi Shivaji, Des Moines, Iowa “As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter.” — Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

Business Intelligence—Carlo Verceilis 2011-08-10 Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all factors that affect a business, such as customers, competitors, business partners, economic environment, and internal operations, therefore enabling optimal decisions to be made. Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence. This book: Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence. Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation. Is made accessible to readers through the careful definition and introduction of each concept, followed by the extensive use of examples and numerous real-life case studies. Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions. This book is aimed at postgraduate students following data analysis and data mining courses. Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision-making will find this an invaluable guide.

Data Mining and Business Analytics with R—Johannes Ledolter 2013-05-28 Collecting, analyzing, and extracting valuable information from large amount of data requires easily accessible, robust, computational and analytical tools. Data Mining and Business Analytics with R utilizes the open source software R for the analysis, exploration, and simplification of large high-dimensional data sets. As a result, readers are provided with the needed guidance to model and interpret complicated data and become adept building powerful models for prediction and classification. Highlighting both underlying concepts and practical computational skills, Data Mining and Business Analytics with R begins with coverage of standard linear regression and the importance of parsimony in statistical modeling. The book includes important topics such as penalty-based variable selection (LASSO), logistic regression; regression and classification trees; clustering; principal components and partial least squares; and the analysis of text and network data. In addition, the book presents: • A thorough discussion and extensive demonstration of the theory behind the most useful data mining tools • Illustrations of how to use the outlined concepts in real-world situations • Readily available additional data sets and related R code allowing readers to apply their own analyses to the discussed data sets • Numerous exercises to help readers with computing skill sand deepen their understanding of the material. Data Mining and Business Analytics with R is an excellent graduate-level textbook for courses on data mining and business analytics. The book is also a valuable reference for practitioners who collect and analyze data in the fields of finance, operations management, marketing, and the information sciences.
Data Mining for Business Intelligence-Galit Shmueli 2006-12-11 Learn how to develop models for classification, prediction, and customer segmentation with the help of Data Mining for Business Intelligence. In today's world, businesses are becoming more capable of accessing their ideal consumers, and an understanding of data mining contributes to this success. Data Mining for Business Intelligence, which was developed from a course taught at the Massachusetts Institute of Technology's Sloan School of Management, and the University of Maryland's Smith School of Business, uses real data and actual cases to illustrate the applicability of data mining intelligence to the development of successful business models. Featuring XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition, students and practitioners of data mining techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples are provided to motivate learning and understanding. Data Mining for Business Intelligence: Provides both a theoretical and practical understanding of the key methods of classification, prediction, reduction, exploration, and affinity analysis Features a business decision-making context for these key methods illustrates the application and interpretation of these methods using real business cases and data This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions.

Integration of Data Mining in Business Intelligence Systems-Azevedo, Ana 2014-09-30 Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making informed decisions based on this data is crucial to managers across industries. Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.

Web Data Mining and Applications in Business Intelligence and Counter-Terrorism-Bhavani Thuraisingham 2003-06-26 The explosion of Web-based data has created a demand among executives and technologists for methods to identify, gather, analyze, and utilize data that may be of value to corporations and organizations. The emergence of data mining, and the larger field of Web mining, has businesses lost within a confusing maze of mechanisms and strategies for obtaining.

Microsoft Data Mining-Barry de Ville 2001-05-17 Microsoft Data Mining approaches data mining from the particular perspective of IT professionals using Microsoft data management technologies. The author explains the new data mining capabilities in Microsoft's SQL Server 2000 database, Commerce Server, and other products, details the Microsoft OLE DB for Data Mining standard, and gives readers best practices for using all of them. The book bridges the previously specialized field of data mining with the new technologies and methods that are quickly making it an important mainstream tool for companies of all sizes. Data mining refers to a set of technologies and techniques by which IT professionals search large databases of information (such as those contained by SQL Server) for patterns and trends. Traditionally important in finance, telecommunication, and other information-intensive fields, data mining increasingly helps companies better understand and serve their customers by revealing buying patterns and related interests. It is becoming a foundation for e-commerce and knowledge management. Unique book on a hot data management topic Part of Digital Press's SQL Server and data mining clusters Author is an expert on both traditional and Microsoft data mining technologies.

Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence-Trivedi, Shrawan Kumar 2017-02-14 The development of business intelligence has enhanced the visualization of data to inform and facilitate business management and strategizing. By implementing effective data-driven techniques, this allows for advance reporting tools to cater to company-specific issues and challenges. The Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence is a key resource on the latest advancements in business applications and the use of mining software solutions to achieve optimal decision-making and risk management results. Highlighting innovative studies on data warehousing, business activity monitoring, and text mining, this publication is an ideal reference source for research scholars, management faculty, and practitioners.

Data Mining and Business Intelligence-Stephan Kudyba 2001-01-01 Annotation Provides an overview of data mining technology and how it is applied in a business environment. Material is not written in a technical style, but rather addresses the applied methodology behind implementing data mining techniques in the corporate environment. Explains how the technology evolved, overviews the methodologies that comprise the data mining spectrum, and looks at everyday business applications for data mining, in areas such as marketing and advertising promotions and pricing policies using econometric-based modeling, and using the Internet to help improve an organization's performance. Kudyba is an economic consultant. Hoptroff is an independent consultant with experience in data mining software. Annotation c. Book News, Inc., Portland, OR (booknews.com).

Customer and Business Analytics-Daniel S. Putler 2015-09-15 Customer and Business...
Data Mining for Business Analytics—Galit Shmueli 2016-04-18 Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the Microsoft® Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methods End-of-chapter exercises that help readers better understand the presented material Data-rich case studies to illustrate various applications of data mining techniques Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides https://www.dataminingbook.com Free 140-day license to use XLMiner for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Praise for the Second 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 "Excellent choice for business analysts...The book is a perfect fit for its intended audience.” - Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition and SPSS Statistics for Data Analysis and Visualization Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University’s Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at www.statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and co-founder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

Data Mining for Business Analytics—Galit Shmueli 2016-06-13 Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® presents an applied and interactive approach to data mining. Featuring hands-on applications with JMP Pro®, a statistical package from the SAS Institute, the book uses engaging, real-world examples to build a theoretical and practical understanding of key data mining methods, especially predictive models for classification and prediction. Topics include data visualization, dimension reduction techniques, clustering, linear and logistic regression, classification and regression trees, discriminant analysis, naive Bayes, neural networks, uplift modeling, ensemble models, and time series forecasting. Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® also includes: Detailed summaries that supply an outline of key topics at the beginning of each chapter End-of-chapter examples and exercises that allow readers to expand their comprehension of the presented material Data-rich case studies to illustrate various applications of data mining techniques A companion website with over two dozen data sets, exercises and case study solutions, and slides for instructors www.dataminingbook.com Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® is an excellent textbook for advanced undergraduate and graduate-level courses on data mining, predictive analytics, and business analytics. The book is also a one-of-a-kind resource for data scientists, analysts, researchers, and practitioners working with analytics in the fields of management, finance, marketing, information...
Data Mining for Business Intelligence—Galit Shmueli 2011-06-10 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 Web site features data sets, exercise solutions, PowerPoint slides, and case solutions. Data Mining for Business Intelligence, Second Edition is an excellent book for 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.

Integration Challenges for Analytics, Business Intelligence, and Data Mining—Azevedo, Ana 2020-12-11 As technology continues to advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured) mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration. Integration Challenges for Analytics, Business Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in the context of business intelligence and analytics systems. Covering topics that include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers; researchers; academicians; practitioners; and graduate students.

Data Mining and Business Analytics with R—Johannes Ledolter 2013-05-28 Collecting, analyzing, and extracting valuable information from a large amount of data requires easily accessible, robust, computational and analytical tools. Data Mining and Business Analytics with R utilizes the open source software R for the analysis, exploration, and simplification of large high-dimensional data sets. As a result, readers are provided with the needed guidance to model and interpret complicated data and become adept at building powerful models for prediction and classification. Highlighting both underlying concepts and practical computational skills, Data Mining and Business Analytics with R begins with coverage of standard linear regression and the importance of parsimony in statistical modeling. The book includes important topics such as penalty-based variable selection (LASSO); logistic regression; regression and classification trees; clustering; principal components and partial least squares; and the analysis of text and network data. In addition, the book presents: • A thorough discussion and extensive demonstration of the theory behind the most useful data mining tools • Illustrations of how to use the outlined concepts in real-world situations • Readily available additional data sets and related R code allowing readers to apply their own analyses to the discussed materials • Numerous exercises to help readers with computing skills and deepen their understanding of the material Data Mining and Business Analytics with R is an excellent graduate-level textbook for courses on data mining and business analytics. The book is also a valuable reference for practitioners who collect and analyze data in the fields of finance, operations management, marketing, and the information sciences.

A Practical Guide to Data Mining for Business and Industry—Andrea Ahlemeyer-Stubbe 2014-03-31 Data mining is well on its way to becoming a recognized discipline in the overlapping areas of IT, statistics, machine learning, and AI. Practical Data Mining for Business presents a user-friendly approach to data mining methods, covering the typical uses to which it is applied. The methodology is complemented by case studies to create a versatile reference book, allowing readers to look for specific methods as well as for specific applications. The book is formatted to allow statisticians, computer scientists, and economists to cross-reference from a particular application or method to sectors of interest.

RapidMiner—Markus Hofmann 2016-04-19 Powerful, Flexible Tools for a Data-Driven World As the data deluge continues in today’s world, the need to master data mining, predictive analytics, and business analytics has never been greater. These techniques and tools provide unprecedented insights into data, enabling better decision making and forecasting, and ultimately the solution of increasingly complex problems. Learn from the Creators of the RapidMiner Software Written by leaders in the data mining community, including the developers of the RapidMiner software, RapidMiner: Data Mining Use Cases and Business Analytics Applications provides an in-depth introduction to the application of data mining and business analytics techniques and tools in scientific research, medicine, industry, commerce, and diverse other sectors. It presents the most powerful and flexible open source software solutions: RapidMiner and RapidAnalytics. The software and their extensions can be freely
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Implement algorithms with a very low learning hurdle. That are presented throughout. Real-life business cases are also presented so that readers can interpret the various data sets and understanding of the key methods of classification, prediction, reduction and exploration that are the heart of data mining; (2) to provide a business decision-making context for these methods; and (3) using real business cases and data, to illustrate the application and interpretation of these methods. The book employs the use of an Excel® add-in, XLMinerTM, at no cost to registered instructors, in order to illustrate and interpret the various data sets that are presented throughout. Real-life business cases are also presented so that readers can implement algorithms with a very low learning hurdle.

Real-world Data Mining - Dursun Delen 2015 Includes bibliographical references and index.

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with AXminner - Galit Shmueli 2008-09 Market Desc: As a textbook or supplement for courses in data mining, data warehousing, business intelligence, and/or decision support systems at the upper undergraduate or beginning graduate (MS, Ph.D., or MBA) levels in departments of mathematics and statistics, computer science, information technology, engineering, or business, as a reference guide for professionals in related fields. Special Features: The book's greatest strength lies in its presentation of hands-on, business-oriented applications, complete with real data sets and cases. The chapters have been written with flexibility in mind so the user and/or instructor can navigate throughout the book as he or she chooses. The excellent mix between mathematical rigor and readability make the book ideal for multiple readerships. The software system-of-choice, XLMinerTM, is familiar and easy-to-use tool for business analysts, consultants, and students since it is based on the popular Excel® spreadsheet concept. It provides a comprehensive set of data mining models and algorithms that includes statistical, machine learning and database methods - at no additional cost to the purchaser! There are plentiful exercises and examples to motivate learning and understanding. About the Book: This book arose out of a data mining course at MIT's Sloan School of Management. Preparation for the course revealed that there are a number of excellent books on the business context of data mining, but their coverage of the statistical and machine learning algorithms and theoretical underpinnings is not sufficiently detailed to provide a practical guide for users who possess the raw skills and tools to analyze data. This book is intended for the business student (and practitioner) of data mining techniques, and the goal is threefold: (1) to provide both a theoretical and practical understanding of the key methods of classification, prediction, reduction and exploration that at the heart of data mining; (2) to provide a business decision-making context for these methods; and (3) using real business cases and data, to illustrate the application and interpretation of these methods. The book employs the use of an Excel® add-in, XLMinerTM, at no cost to registered instructors, in order to illustrate and interpret the various data sets that are presented throughout. Real-life business cases are also presented so that readers can implement algorithms with a very low learning hurdle.

Predictive Analytics and Data Mining - Vijay Kotu 2014-11-27 Put Predictive Analytics into Action Learn the basics of Predictive Analysis and Data Mining through an easy to understand conceptual framework and immediately practice the concepts learned using the open source RapidMiner tool. Whether you are brand new to Data Mining or working on your tenth project, this book will show you how to analyze data, uncover hidden patterns and relationships to aid important decisions and predictions. Data Mining has become an essential tool for any enterprise that collects, stores and processes data as part of its operations. This book is ideal for business users, data analysts, business analysts, business intelligence and data warehousing professionals and for anyone who wants to learn Data Mining. You'll be able to: 1. Gain the necessary knowledge of different data mining techniques, so that you can select the right technique for a given data problem and create a general purpose analytics process. 2. Get up and running fast with more than two dozen commonly used powerful algorithms for predictive analytics using practical use cases. 3. Implement a simple step-by-step process for predicting an outcome or discovering hidden relationships from the data using RapidMiner, an open source GUI-based data mining tool. Predictive analytics and Data Mining techniques covered: Exploratory Data Analysis, Visualization, Decision trees, Rule induction, k-Nearest Neighbors, Naive Bayesian, Artificial Neural Networks, Support Vector machines, Ensemble models, Bagging, Boosting, Random Forests, Linear regression, Logistic regression, Association analysis using Apriori and FP Growth, K-Means clustering, Density-based clustering, Self Organizing Maps, Text Mining, Time series forecasting, Anomaly detection and Feature selection. Implementation files can be downloaded from the book companion site at www.LearnPredictiveAnalytics.com Demystifies data mining concepts with easy to understand language. Shows how to get up and running fast with 20 commonly used powerful techniques for predictive analysis. Explains the process of using open source RapidMiner tools. Discusses a simple 5 step process for implementing algorithms that can be used for performing predictive analytics. Includes practical use cases and examples.

Data Mining for Business Applications - Longbing Cao 2008-10-03 Data Mining for Business Applications presents the state-of-the-art research and development outcomes on methodologies, techniques, approaches and successful applications in the area. The contributions mark a paradigm shift from “data-centered pattern mining” to “domain driven actionable knowledge discovery” for next-generation KDD research and applications. The contents identify how KDD techniques can better contribute to critical domain problems in theory and practice, and strengthen business intelligence in complex enterprise applications. The volume also explores challenges and directions for future research and development in the dialogue between academia and business.

Artificial Intelligence in Data Mining - D. Binu 2021-02-17 Artificial Intelligence in Data Mining: Theories and Applications offers a comprehensive introduction to data mining theories, relevant AI techniques, and their many real-world applications. This book is written by experienced engineers for engineers, biomedical engineers, and researchers in neural networks, as well as computer scientists with an interest in the area. Provides coverage of the fundamentals of Artificial Intelligence as applied to data mining, including computational intelligence and unsupervised learning methods for data clustering. Presents coverage of key...
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Business Intelligence - David Loshin 2012-11-27 Business Intelligence: The Savvy Managers Guide, Second Edition, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI program, from the value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge. Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within an organization, how BI can improve the ways of doing business, and organizational preparedness for exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior business executives and business staff members, database or software engineers, and business analysts. Guides managers through developing, administering, or simply understanding business intelligence technology. Keeps pace with the changes in best practices, tools, methods and processes used to transform an organization’s data into actionable knowledge. Contains a handy, quick-reference to technologies and terminology.

Decision Trees for Business Intelligence and Data Mining - Barry De Ville 2006 This example-driven guide illustrates the application and operation of decision trees in data mining, business intelligence, business analytics, prediction, and knowledge discovery. It explains in detail the use of decision trees as a data mining technique and how this technique complements and supplements other business intelligence applications.

Fundamentals of Business Intelligence - Wilfried Grossmann 2015-06-02 This book presents a comprehensive and systematic introduction to transforming process-oriented data into information about the underlying business process, which is essential for all kinds of decision-making. To that end, the authors develop step-by-step models and analytical tools for obtaining high-quality data structured in such a way that complex analytical tools can be applied. The main emphasis is on process mining and data mining techniques and the combination of these methods for process-oriented data. After a general introduction to the business intelligence (BI) process and its constituent tasks in chapter 1, chapter 2 discusses different approaches to modeling in BI applications. Chapter 3 is an overview and provides details of data provisioning, including a section on big data. Chapter 4 tackles data extraction, agriculture, security, and defense.

Big Data, Mining, and Analytics - Stephan Kudryba 2014-03-12 There is an ongoing data explosion transpiring that will make previous creations, collections, and storage of data look trivial. Big Data, Mining, and Analytics: Components of Strategic Decision Making ties together big data, data mining, and analytics to explain how readers can leverage them to extract valuable insights from their data. Facilitates understanding decision-making and supports effective data-driven decision making.

Self, Service business intelligence e data mining con Microsoft Excel - Stefano Bordoni 2013

Commercial Data Mining - David Nettleton 2014-01-29 Whether you are brand new to data mining or working on your tenth predictive analytics project, Commercial Data Mining will be there for you as an accessible reference outlining the entire process and related themes. In this book, you’ll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets. Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources, and selection to analysis and predictive modeling. Commercial Data Mining includes case studies and practical examples from Nettleton’s more than 20 years of commercial experience. Real-world cases covering customer loyalty, cross-selling, and audience prediction in industries including insurance, banking, and media illustrate the concepts and techniques explained throughout the book. Illustrates cost-benefit evaluation of potential projects Includes vendor-agnostic advice on what to look for in off-the-shelf solutions as well as tips on building your own data mining tools. Approachable reference can be read from cover to cover by readers of all experience levels. Includes practical examples and case studies as well as actionable business insights from author’s own experience.

Business Intelligence - Carlo Vercellis 2009-04-20 Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the
purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all factors that affect a business, such as customers, competitors, business partners, economic environment, and internal operations, therefore enabling optimal decisions to be made. Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence. This book: Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence. Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation. Is made accessible to readers through the careful definition and introduction of each concept, followed by the extensive use of examples and numerous real-life case studies. Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions. This book is aimed at postgraduate students following data analysis and data mining courses. Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision-making will find this an invaluable guide.

Data Mining for Intelligence, Fraud & Criminal Detection-Christopher Westphal 2008-12-22 In 2004, the Government Accountability Office provided a report detailing approximately 200 government-based data-mining projects. While there is comfort in knowing that there are many effective systems, that comfort isn’t worth much unless we can determine that these systems are being effectively and responsibly employed. Written by one of the most respected consultants in the area of data mining and security, Data Mining for Intelligence, Fraud & Criminal Detection: Advanced Analytics & Information Sharing Technologies reviews the tangible results produced by these systems and evaluates their effectiveness. While CSI-type shows may depict information sharing and analysis that are accomplished with the push of a button, this sort of proficiency is more fiction than reality. Going beyond a discussion of the various technologies, the author outlines the issues of information sharing and the effective interpretation of results, which are critical to any integrated homeland security effort. Organized into three main sections, the book fully examines and outlines the future of this field with an insider’s perspective and a visionary’s insight. Section 1 provides a fundamental understanding of the types of data that can be used in current systems. It covers approaches to analyzing data and clearly delineates how to connect the dots among different data elements Section 2 provides real-world examples derived from actual operational systems to show how data is used, manipulated, and interpreted in domains involving human smuggling, money laundering, narcotics trafficking, and corporate fraud Section 3 provides an overview of the many information-sharing systems, organizations, and task forces as well as data interchange formats. It also discusses optimal information-sharing and analytical architectures Currently, there is very little published literature that truly defines real-world systems. Although politics and other factors all play into how much one agency is willing to support the sharing of its resources, many now embrace the wisdom of that path. This book will provide those individuals with an understanding of what approaches are currently available and how they can be most effectively employed.

Data Mining Explained-Rhonda Delmater 2001 This manager's guide to customer-centric business intelligence teaches data mining in an accessible way, explaining how it drives next-generation customer relationship strategies. Readers learn how to find patterns such as customer buying habits within their huge stores of data.

Business Intelligence in the Digital Economy-Mahesh S. Raisinghani 2004-01-01 Annotation Business Intelligence in the Digital Economy: Opportunities, Limitations and Risks describes business intelligence (BI), how it is being conducted and managed and its major opportunities, limitations, issues and risks. This book takes an in-depth look at the scope of global technological change and BI. During this transition to BI, information does not merely add efficiency to the transaction; it adds value. This book brings together high quality expository discussions from experts in this field to identify, define, and explore BI methodologies, systems, and approaches in order to understand the opportunities, limitations and risks.

Human Capital Systems, Analytics, and Data Mining-Robert C. Hughes 2018-09-03 Human Capital Systems, Analytics, and Data Mining provides human capital professionals, researchers, and students with a comprehensive and portable guide to human capital systems, analytics and data mining. The main purpose of this book is to provide a rich tool set of methods and tutorials for Human Capital Management Systems (HCMS) database modeling, analytics, interactive dashboards, and data mining that is independent of any human capital software vendor offerings and is equally usable and portable among both commercial and internally developed HCMS. The book begins with an overview of HCMS, including coverage of human resource systems history and current HCMS Computing Environments. It next explores relational and dimensional database management concepts and principles. HCMS Instructional databases developed by the Author for use in Graduate Level HCMS and Compensation Courses are used for database modeling and dashboard design exercises. Exciting knowledge discovery and research Tutorials and Exercises using Online Analytical Processing (OLAP) and data mining tools through replication of actual original pay equity
research by the author are included. New findings concerning Gender Based Pay Equity Research through the lens Comparable Worth and Occupational Mobility are covered extensively in Human Capital Metrics, Analytics and Data Mining Chapters.

**Machine Learning and Data Mining** - Igor Kononenko 2007-05-14 Good data mining practice for business intelligence (the art of turning raw software into meaningful information) is demonstrated by the many new techniques and developments in the conversion of fresh scientific discovery into widely accessible software solutions. Written as an introduction to the main issues associated with the basics of machine learning and the algorithms used in data mining, this text is suitable for advanced undergraduates, postgraduates and tutors in a wide area of computer science and technology, as well as researchers looking to adapt various algorithms for particular data mining tasks. A valuable addition to libraries and bookshelves of the many companies who are using the principles of data mining to effectively deliver solid business and industry solutions.

**Data Science for Business** - Foster Provost 2013-07-27 Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You’ll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company’s data science projects. You’ll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you’re to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

**Applied Data Mining for Business and Industry** - Paolo Giudici 2009-05-26 This new edition sees the inclusion of 70% new material, including eight new case studies, that brings this best selling title up to date with the many advances made in the field since its original publication. In the text all the methods described are either computational or of a statistical modelling nature; complex probabilistic models and mathematical tools are not used, so the book is accessible to a wide audience of both students and industry professionals.


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