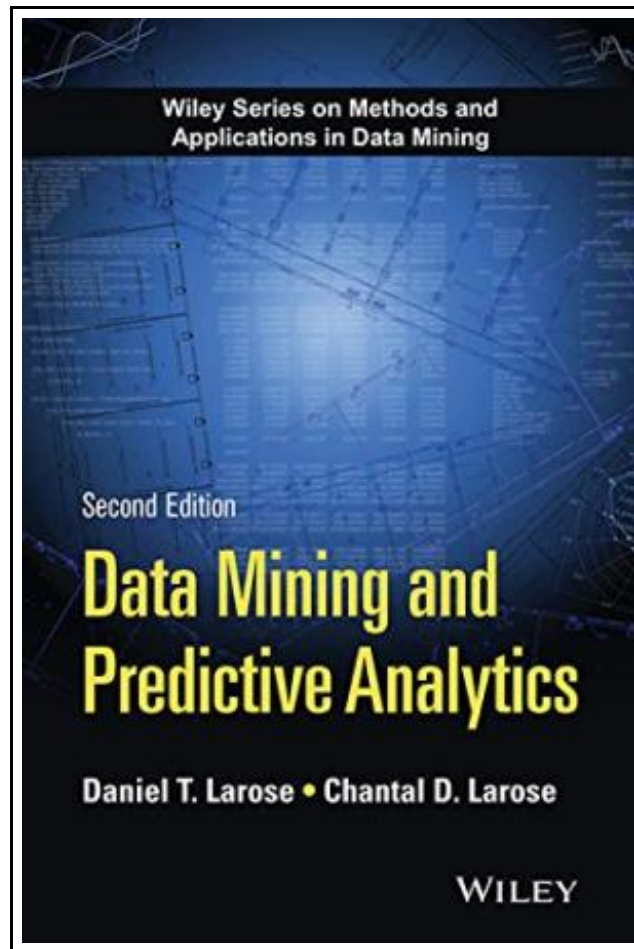


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Reviews

Comprehensive manual for ebook fans. I am quite late in start reading this one, but better then never. Its been written in an exceptionally basic way and is particularly merely soon after i finished reading this publication in which really changed me, affect the way in my opinion.

(Prof. Antone Olson II)

DATA MINING AND PREDICTIVE ANALYTICS



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Wiley, 2016. Soft cover. Book Condition: New. 2nd Edition. Contents: Preface. I. Data Preparation: 1. An Introduction to Data Mining and Predictive Analytics. 2. Data Preprocessing. 3. Exploratory Data Analysis. 4. Dimension-Reduction Methods. II. Statistical Analysis: 6. Multivariate Statistics. 7. Preparing to Model The Data. 8. Simple Linear Regression. 9. Multiple Regression and Model Building. III. Classification: 10. K-Nearest Neighbor Algorithm. 11. Decision Trees. 12. Neural Networks. 13. Logistic Regression. 14. Naïve Bayes And Bayesian Networks. 15. Model Evaluation Techniques. 16. Cost-Benefit Analysis Using Data-Driven Costs. 17. Cost-Benefit Analysis for Trinary and K-Nary Classification Models. 18. Graphical Evaluation of Classification Models. IV Clustering: 19. Hierarchical and K-Means Clustering. 20. Kohonen Networks. 21. Birch Clustering. 22. Measuring Cluster Goodness. V. Association Rules: 23. Association Rules. VI. Enhancing Model Performance: 25. Ensemble Methods: Bagging and Boosting. 26. Model Voting and Propensity Averaging. VII. Further Topics: 28. Imputation of Missing Data. VIII. Case Study: Predicting Response to Direct-Mail Marketing: 29. Case Study, Part 1: Business Understanding, Data Preparation and EDA. 30. Case Study, Part 2: Clustering and Principal Components Analysis. 31. Case Study, Part 3: Modeling and Evaluation for Performance and Interpretability. 32. Case Study, Part 4: Modeling and Evaluation for High Performance Only. Appendices. Index. This updated second edition serves as an introduction to data mining methods and models, including association rules, clustering, neural networks, logistic regression and multivariate analysis. The authors apply a unified white box approach to data mining methods and models. This approach is designed to walk readers through the operations and nuances of the various methods, using small data sets, so readers can gain an insight into the inner workings of the method under review. (jacket).



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