Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner (Hardback)

By Galit Shmueli, Nitin R. Patel, Peter C. Bruce

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 3rd Revised edition. 254 x 185 mm. Language: English . Brand New Book. 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. 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 extremely well organized, clearly written and introduces all of the basic ideas quite well. Robert L. Phillips, Professor of Professional Practice, Columbia Business School Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner(R), 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(R) Office Excel(R) add-in XLMiner(R) to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text...

READ ONLINE
[5.16 MB]

Reviews

The publication is not difficult in go through better to comprehend. I could comprehended everything using this created e publication. Its been designed in an exceptionally easy way in fact it is merely soon after i finished reading through this ebook by which basically transformed me, modify the way i really believe.
-- Taylor Gleason

This publication is definitely not effortless to get going on reading but very fun to learn. It really is writter in simple terms rather than difficult to understand. Its been printed in an extremely simple way and it is merely right after i finished reading through this pdf by which basically changed me, alter the way in my opinion.
-- Scotty Paucek

Related Kindle Books

Who am I in the Lives of Children? An Introduction to Early Childhood Education

Pearson Education (US), United States, 2015. Paperback. Book Condition: New. 10th Revised edition. 254 x 201 mm. Language: English . Brand New Book. Note: This is the bound book only and does not include access to the Enhanced Pearson eText. To order...

The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to give your child an academically rigorous, comprehensive...

Any Child Can Write

Oxford University Press Inc, United States, 2003. Paperback. Book Condition: New. 4th Revised edition. 201 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.Harvey S. Wiener shows how parents can encourage their children to write with a...

Public Opinion + Conducting Empirical Analysis

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that we expect the public to have some...

Alphabet Tracing

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Alphabet Tracing, Letters A-Z, provides extensive focus on alphabet tracing and printed letter formation for the preschool and kindergarten beginning...

Children s Handwriting Book of Alphabets and Numbers: Over 4,000 Tracing Units for the Beginning Writer

Createspace, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.The Children s Handwriting Book of Alphabets and Numbers provides extensive focus on alphabet tracing and number tracing for the...