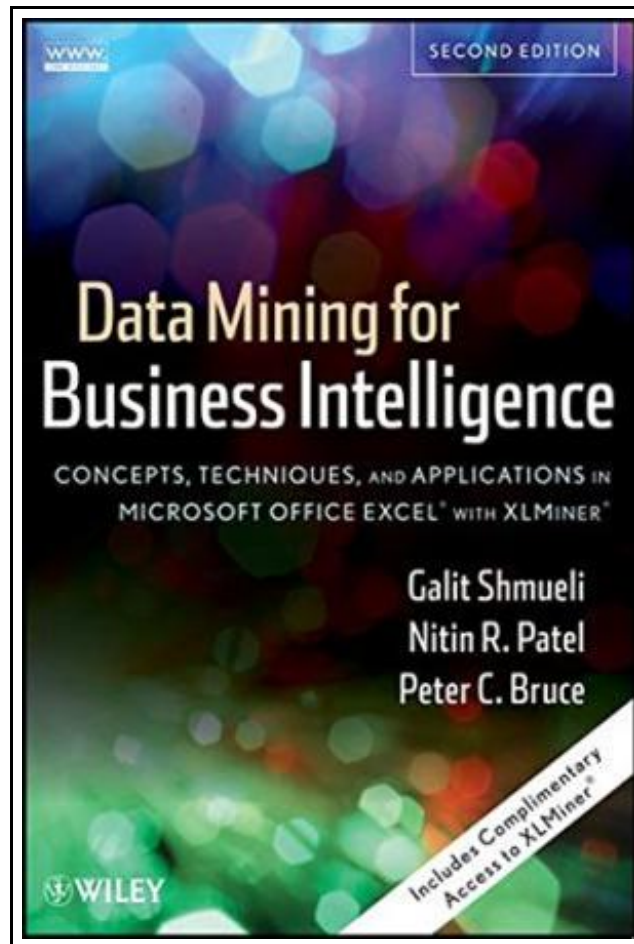# Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel(r) with XLMiner(r) (Hardback)



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John Wiley and Sons Ltd, United States, 2010. Hardback. Book Condition: New. 2nd Revised edition. 262 x 178 mm. Language: English . Brand New Book. 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. 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 Naive 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...

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