



# Data Mining For Business Analytics

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**Summary :** Free data mining for business analytics pdf download - 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 extremely well organized clearly written and introduces all of the basic ideas quite well robert I phillips professor of professional practice columbia business school data mining for business analytics concepts techniques and applications in xlminder 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 xlminder 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 free 140-day license to use xlminder for education software data mining for business analytics concepts techniques and applications in xlminder 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

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