



Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges

By Richard Boire

Palgrave Macmillan. Hardback. Book Condition: new. BRAND NEW, Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges, Richard Boire, In today's business and marketing worlds, there's big talk about big data. As companies' capacities to amass information continue to grow and improve, the process of mining the data has become more and more vital. All are abuzz about data mining's importance and potential-and for good reason-but the field is still in its infancy, and there's an urgent need to spread and grow the skills, know-how, and strategies to best optimize data mining's results. In Data Mining for Managers, industry-veteran Richard Boire provides streamlined insights and techniques for making the most of the masses of information and mining techniques that technology has enabled. Chock-full of engaging stories and case studies involving some of the world's top companies, Data Mining for Managers sets itself apart in more ways than one. A guide for business managers who need to understand the concepts of data mining as well as the potential it has for providing strategic guidance, Boire delivers a uniquely simple, 4-step process for identifying when data mining is the appropriate tool and then designing, implementing, and...



READ ONLINE
[3.46 MB]

Reviews

This composed book is excellent. it was actually writtern very perfectly and valuable. I found out this book from my i and dad advised this book to learn.

-- **Maymie O'Kon**

Here is the finest ebook i have got read until now. It really is simplistic but excitement within the 50 percent in the book. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Lupe Connelly**

Other Kindle Books



I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how to go about it ideas' coupled with...



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...