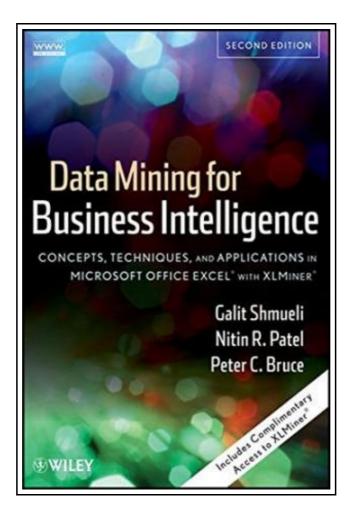
Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel(r) with XLMiner(r) (Hardback)



Filesize: 7.31 MB

Reviews

This pdf will not be simple to start on reading through but extremely enjoyable to see. I have read and i also am sure that i will planning to read through again once more in the foreseeable future. You wont really feel monotony at whenever you want of the time (that's what catalogues are for relating to if you request me).

(Mallory Kertzmann V)

DATA MINING FOR BUSINESS INTELLIGENCE: CONCEPTS, TECHNIQUES, AND APPLICATIONS IN MICROSOFT OFFICE EXCEL(R) WITH XLMINER(R) (HARDBACK)



To get Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel(r) with XLMiner(r) (Hardback) PDF, remember to click the web link beneath and download the file or have accessibility to other information which might be related to DATA MINING FOR BUSINESS INTELLIGENCE: CONCEPTS, TECHNIQUES, AND APPLICATIONS IN MICROSOFT OFFICE EXCEL(R) WITH XLMINER(R) (HARDBACK) ebook.

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...

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

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

Other Books



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

Follow the hyperlink beneath to get "The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)" file.

Read Document »



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)

Follow the hyperlink beneath to get "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)" file.

Read Document »



[PDF] Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)

Follow the hyperlink beneath to get "Who am I in the Lives of Children? An Introduction to Early Childhood Education (Paperback)" file.

Read Document »



[PDF] Skills for Preschool Teachers, Enhanced Pearson eText - Access Card

Follow the hyperlink beneath to get "Skills for Preschool Teachers, Enhanced Pearson eText - Access Card" file.

Read Document »



[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Follow the hyperlink beneath to get "History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)" file.

Read Document »



[PDF] The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)

Follow the hyperlink beneath to get "The Frog Tells Her Side of the Story: Hey God, I m Having an Awful Vacation in Egypt Thanks to Moses! (Hardback)" file.

Read Document »