Mining Your Own Business A Primer For Executives On Understanding And Employing Data Mining And Predictive Analytics

Predictive Data MiningData MiningFoundations of Data Mining and Knowledge DiscoveryData Mining: Know It AllData Mining and Knowledge Discovery HandbookIntroduction to Data Mining and its ApplicationsData Mining and Business Intelligence: A Guide to ProductivityData Mining: Concepts, Methodologies, Tools, and ApplicationsData MiningIntroduction to Data Mining and AnalyticsData MiningData Mining VData MiningData Mining and Decision SupportDATA MINING AND ANALYSISReal-World Data MiningData Mining TechniquesData MiningData Mining XData Mining and Data Warehousing Sholom M. Weiss Jiawei Han Tsau Young Lin Soumen Chakrabarti Oded Maimon S. Sumathi Hoptroff, Richard Management Association, Information Resources Krzysztof J. Cios Kris Jamsa Mehmed Kantardzic A. Zanasi Ian H. Witten Dunja Mladenic Dursun Delen Arun K. Pujari Robert Stahlbock A. Zanasi S. K. Mourya

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this book is the first technical guide to provide a complete generalized road map for developing data mining applications together with advice

on performing these large scale open ended analyses for real world data warehouses

data mining concepts and techniques fourth edition introduces concepts principles and methods for mining patterns knowledge and models from various kinds of data for diverse applications specifically it delves into the processes for uncovering patterns and knowledge from massive collections of data known as knowledge discovery from data or kdd it focuses on the feasibility usefulness effectiveness and scalability of data mining techniques for large data sets after an introduction to the concept of data mining the authors explain the methods for preprocessing characterizing and warehousing data they then partition the data mining methods into several major tasks introducing concepts and methods for mining frequent patterns associations and correlations for large data sets data classificcation and model construction cluster analysis and outlier detection concepts and methods for deep learning are systematically introduced as one chapter finally the book covers the trends applications and research frontiers in data mining presents a comprehensive new chapter on deep learning including improving training of deep learning models convolutional neural networks recurrent neural networks and graph neural networks addresses advanced topics in one dedicated chapter data mining trends and research frontiers including mining rich data types text spatiotemporal data and graph networks data mining applications such as sentiment analysis truth discovery and information propagattion data mining methodologie and systems and data mining and society provides a comprehensive practical look at the concepts and techniques needed to get the most out of your data visit the author hosted companion site hanj cs illinois edu bk4 for downloadable lecture slides and errata

foundations of data mining and knowledge discovery contains the latest results and new directions in data mining research data mining which integrates various technologies including computational intelligence database and knowledge management machine learning soft computing and statistics is one of the fastest growing fields in computer science although many data mining techniques have been developed further development of the field requires a close examination of its foundations this volume presents the results of investigations into the foundations of the discipline and represents the state of the art for much of the current research this book will prove extremely valuable and fruitful for data mining researchers no matter whether they would like to uncover the fundamental principles behind data mining or apply the theories to practical applications

this book brings all of the elements of data mining together in a single volume saving the reader the time and expense of making multiple purchases it consolidates both introductory and advanced topics thereby covering the gamut of data mining and machine learning tactics from data integration and pre processing to fundamental algorithms to optimization techniques and web mining methodology the proposed book expertly combines the finest data mining material from the morgan kaufmann portfolio individual chapters are derived from a select group of mk books authored by the best and brightest in the field these chapters are combined into one comprehensive volume in a way that allows it to be used as a reference work for those interested in new and developing aspects of data mining this book represents a quick and efficient way to unite valuable content from leading data mining experts thereby creating a definitive one stop shopping opportunity for customers to receive the information they would otherwise need to round up from separate sources chapters contributed by various recognized experts in the field let the reader remain up to date and fully informed from multiple viewpoints presents multiple methods of analysis and algorithmic problem solving techniques enhancing the reader s technical expertise and ability to implement practical solutions coverage of both theory and practice brings all of the elements of data mining together in a single volume saving the reader the time and expense of making multiple purchases

knowledge discovery demonstrates intelligent computing at its best and is the most desirable and interesting end product of information technology to be able to discover and to extract knowledge from data is a task that many researchers and practitioners are endeavoring to accomplish there is a lot of hidden knowledge waiting to be discovered this is the challenge created by today s abundance of data data mining and knowledge discovery handbook second edition organizes the most current concepts theories standards methodologies trends challenges and applications of data mining dm and knowledge discovery in databases kdd into a coherent and unified repository this handbook first surveys then provides comprehensive yet concise algorithmic descriptions of methods including classic methods plus the extensions and novel methods developed recently this volume concludes with in depth descriptions of data mining applications in various interdisciplinary industries including finance marketing medicine biology engineering telecommunications software and security data mining and knowledge discovery handbook second edition is designed for research scientists libraries and advanced level students in computer science and engineering as a reference this handbook is also suitable for professionals in industry for computing applications information systems management and strategic research management

this book explores the concepts of data mining and data warehousing a promising and flourishing frontier in database systems and presents a broad yet in depth overview of the field of data mining data mining is a multidisciplinary field drawing work from areas including database technology artificial intelligence machine learning neural networks statistics pattern recognition knowledge based systems knowledge acquisition information retrieval high performance computing and data visualization

annotation provides an overview of data mining technology and how it is applied in a business environment material is not written in a technical style but rather addresses the applied methodology behind implementing data mining techniques in the corporate environment explains how the technology evolved overviews the methodologies that comprise the data mining spectrum and looks at everyday business applications for data mining in areas such as marketing and advertising promotions and pricing policies using econometric based modeling and using the internet to help improve an organization s performance kudyba is an economic consultant hoptroff is an independent consultant with experience in data mining software annotation c book news inc portland or booknews com

data mining continues to be an emerging interdisciplinary field that offers the ability to extract information from an existing data set and translate that knowledge for end users into an understandable way data mining concepts methodologies tools and applications is a comprehensive collection of research on the latest advancements and developments of data mining and how it fits into the current technological world

if you torture the data long enough nature will confess said 1991 nobel winning economist ronald coase the statement is still true however achieving this lofty goal is not easy first long enough may in practice be too long in many applications and thus unacceptable second to get confession from large data sets one needs to use state of the art torturing tools third nature is very stubborn not yielding easily or unwilling to reveal its secrets at all fortunately while being aware of the above facts the reader a data miner will find several efficient data mining tools described in this excellent book the book discusses various issues connecting the whole spectrum of approaches methods techniques and algorithms falling under the umbrella of data mining it starts with data understanding and preprocessing then goes through a set of methods for

supervised and unsupervised learning and concludes with model assessment data security and privacy issues it is this specific approach of using the knowledge discovery process that makes this book a rare one indeed and thus an indispensable addition to many other books on data mining to be more precise this is a book on knowledge discovery from data as for the data sets the easy to make statement is that there is no part of modern human activity left untouched by both the need and the desire to collect data the consequence of such a state of affairs is obvious

data mining and analytics provides a broad and interactive overview of a rapidly growing field the exponentially increasing rate at which data is generated creates a corresponding need for professionals who can effectively handle its storage analysis and translation

this book reviews state of the art methodologies and techniques for analyzing enormous quantities of raw data in high dimensional data spaces to extract new information for decision making the goal of this book is to provide a single introductory source organized in a systematic way in which we could direct the readers in analysis of large data sets through the explanation of basic concepts models and methodologies developed in recent decades if you are an instructor or professor and would like to obtain instructor s materials please visit booksupport wiley com if you are an instructor or professor and would like to obtain a solutions manual please send an email to pressbooks ieee org

illustrating recent advances in data mining problems and encompassing both original research results and practical development experience this work contains papers from a september 2004 conference contributions from academia and industry are grouped in sections on text and web mining techniques such as clustering and categorization applications in business industry and government and applications in customer relationship management material presented here will be of interest to researchers and application developers working in areas such as statistics knowledge acquisition data analysis it data visualization and business and industry the us office of wit press is computational mechanics annotation 2004 book news inc portland or booknews com

data mining practical machine learning tools and techniques fourth edition offers a thorough grounding in machine learning concepts along with practical advice on applying these tools and techniques in real world data mining situations this highly anticipated fourth edition of the most

acclaimed work on data mining and machine learning teaches readers everything they need to know to get going from preparing inputs interpreting outputs evaluating results to the algorithmic methods at the heart of successful data mining approaches extensive updates reflect the technical changes and modernizations that have taken place in the field since the last edition including substantial new chapters on probabilistic methods and on deep learning accompanying the book is a new version of the popular weka machine learning software from the university of waikato authors witten frank hall and pal include today s techniques coupled with the methods at the leading edge of contemporary research please visit the book companion website at cs waikato ac nz ml weka book html it contains powerpoint slides for chapters 1 12 this is a very comprehensive teaching resource with many ppt slides covering each chapter of the book online appendix on the weka workbench again a very comprehensive learning aid for the open source software that goes with the book table of contents highlighting the many new sections in the 4th edition along with reviews of the 1st edition errata etc provides a thorough grounding in machine learning concepts as well as practical advice on applying the tools and techniques to data mining projects presents concrete tips and techniques for performance improvement that work by transforming the input or output in machine learning methods includes a downloadable weka software toolkit a comprehensive collection of machine learning algorithms for data mining tasks in an easy to use interactive interface includes open access online courses that introduce practical applications of the material in the book

data mining deals with finding patterns in data that are by user definition interesting and valid it is an interdisciplinary area involving databases machine learning pattern recognition statistics visualization and others decision support focuses on developing systems to help decision makers solve problems decision support provides a selection of data analysis simulation visualization and modeling techniques and software tools such as decision support systems group decision support and mediation systems expert systems databases and data warehouses independently data mining and decision support are well developed research areas but until now there has been no systematic attempt to integrate them data mining and decision support integration and collaboration written by leading researchers in the field presents a conceptual framework plus the methods and tools for integrating the two disciplines and for applying this technology to business problems in a collaborative setting

use the latest data mining best practices to enable timely actionable evidence based decision making throughout your organization real world

data mining demystifies current best practices showing how to use data mining to uncover hidden patterns and correlations and leverage these to improve all aspects of business performance drawing on extensive experience as a researcher practitioner and instructor dr dursun delen delivers an optimal balance of concepts techniques and applications without compromising either simplicity or clarity he provides enough technical depth to help readers truly understand how data mining technologies work coverage includes processes methods techniques tools and metrics the role and management of data text and web mining sentiment analysis and big data integration throughout delen s conceptual coverage is complemented with application case studies examples of both successes and failures as well as simple hands on tutorials real world data mining will be valuable to professionals on analytics teams professionals seeking certification in the field and undergraduate or graduate students in any analytics program concentrations certificate based or degree based

this book addresses all the major and latest techniques of data mining and data warehousing it deals with the latest algorithms for discussing association rules decision trees clustering neural networks and genetic algorithms the book also discusses the mining of data temporal and text data it can serve as a textbook for students of compuer science mathematical science and management science and also be an excellent handbook for researchers in the area of data mining and warehousing

over the course of the last twenty years research in data mining has seen a substantial increase in interest attracting original contributions from various disciplines including computer science statistics operations research and information systems data mining supports a wide range of applications from medical decision making bioinformatics web usage mining and text and image recognition to prominent business applications in corporate planning direct marketing and credit scoring research in information systems equally reflects this inter and multidisciplinary approach thereby advocating a series of papers at the intersection of data mining and information systems research this special issue of annals of information systems contains original papers and substantial extensions of selected papers from the 2007 and 2008 international conference on data mining dmin 07 and dmin 08 las vegas nv that have been rigorously peer reviewed the issue brings together topics on both information systems and data mining and aims to give the reader a current snapshot of the contemporary research and state of the art practice in data mining

since the end of the cold war the threat of large scale wars has been substituted by new threats terrorism organised crime trafficking smuggling proliferation of weapons of mass destruction to react to them a security strategy is necessary but in order to be effective it requires several instruments including technological tools consequently research and development in the field of security is proving to be an ever expanding field all over the world data mining is seen more and more not only as a key technology in business engineering and science but as one of the key features in security to stress that all these technologies must be seen as a way to improve not only the security of citizens but also their freedom special attention will be given to data protection research issues the 10th international conference on data mining is part of the successful series and the topics include text mining and text analytics data mining applications data mining methods

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