

Business Modeling And Data Mining The Morgan Kaufmann Series In Data Management Systems

Whether you are brand new to data mining or working on your tenth predictive analytics project, *Commercial Data Mining* will be there for you as an accessible reference outlining the entire process and related themes. In this book, you'll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets. Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources, and selection to analysis and predictive modeling. *Commercial Data Mining* includes case studies and practical examples from Nettleton's more than 20 years of commercial experience. Real-world cases covering customer loyalty, cross-selling, and audience prediction in industries including insurance, banking, and media illustrate the concepts and techniques explained throughout the book. Illustrates cost-benefit evaluation of potential projects Includes vendor-agnostic advice on what to look for in off-the-shelf solutions as well as tips on building your own data mining tools Approachable reference can be read from cover to cover by readers of all experience levels Includes practical examples and case studies as well as actionable business insights from author's own experience

Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all factors

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that affect a business, such as customers, competitors, business partners, economic environment, and internal operations, therefore enabling optimal decisions to be made. Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence. This book: Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence. Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation. Is made accessible to readers through the careful definition and introduction of each concept, followed by the extensive use of examples and numerous real-life case studies. Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions. This book is aimed at postgraduate students following data analysis and data mining courses. Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision-making will find this an invaluable guide. Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business

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analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. “This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject.” —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book *An Introduction to Statistical Learning, with Applications in R* Practical guide for organization leaders, top-level executives. Industry experts explain in clear, understandable English. What data mining and predictive analytics are Business intelligence is an area where data and actionable information can be analyzed and

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provided to make more informed business actions. In general, any technique that contributes to better business decisions can be categorized in business intelligence techniques. Particularly, business process management is a subarea that focuses on improving business performance by managing and optimizing business processes; management data mining is a subarea that applies data mining techniques to gain better business performances. In business process management, a business process is a collection of relevant, structured activities or tasks that produce specific services or products for certain business goals. Business process modeling refers to the activities of representing intra or inter-organization processes, such that the current processes can be analyzed or improved. While abundant business process modeling techniques and their associated analyses have been proposed to capture different aspects of business processes, modern business processes can be very complicated such that many properties, such as performance optimization and evaluation, still cannot be accurately described and understood. Management data mining refers to applying data mining techniques in multiple domains of business managements, e.g., supply chain management, marketing analysis. Typical research topics include building models to provide feedbacks for skewing supply chain policies or marketing strategies. Traditional research tend to build generic models given specific scenarios, that are argued to easily cause inaccuracies with more granular disturbances. My thesis focuses on approaches handling the challenges in business process optimization and evaluation and its associated data analysis. Specifically, I propose a data-centric technique for modeling composite business activities by including components of data, human actors, and atomic activities. Furthermore, I explore this technique in two major dimensions. First, by applying this technique in work ow-based business processes, I explore

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the possibility of reconstructing these processes by modifying the execution order of business activities, and develop efficient algorithms to approach optimal temporal performance for data-centric business processes. Second, I build a symbolic process generator to stochastically generate symbolic data-centric business processes that can be used to analyze their properties and evaluate optimization approaches according to end-users' specification. Moreover, I zoom in a granular data type of inventory management process and build data mining models to forecast it. The major contributions of my thesis include: 1) proposing a data-centric business process modeling technique that emphasizes business artifacts compared with traditional workflow-based modeling techniques; 2) developing approaches to optimize the temporal performance of the data-centric business processes; 3) applying my symbolic process generator so that data-centric business processes can be simulated and provided with quick and inexpensive analyses. 4) building data mining models for forecasting inventory shipments based on real-world data sets.

This new edition sees the inclusion of 70% new material, including eight new case studies, that brings this best selling title up to date with the many advances made in the field since its original publication. In the text all the methods described are either computational or of a statistical modelling nature; complex probabilistic models and mathematical tools are not used, so the book is accessible to a wide audience of both students and industry professionals. Data mining is well on its way to becoming a recognized discipline in the overlapping areas of IT, statistics, machine learning, and AI. Practical Data Mining for Business presents a user-friendly approach to data mining methods, covering the typical uses to which it is applied. The methodology is complemented by case studies to create a versatile reference book, allowing

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readers to look for specific methods as well as for specific applications. The book is formatted to allow statisticians, computer scientists, and economists to cross-reference from a particular application or method to sectors of interest.

Fuzzy Modeling and Genetic Algorithms for Data Mining and Exploration is a handbook for analysts, engineers, and managers involved in developing data mining models in business and government. As you'll discover, fuzzy systems are extraordinarily valuable tools for representing and manipulating all kinds of data, and genetic algorithms and evolutionary programming techniques drawn from biology provide the most effective means for designing and tuning these systems. You don't need a background in fuzzy modeling or genetic algorithms to benefit, for this book provides it, along with detailed instruction in methods that you can immediately put to work in your own projects. The author provides many diverse examples and also an extended example in which evolutionary strategies are used to create a complex scheduling system. Written to provide analysts, engineers, and managers with the background and specific instruction needed to develop and implement more effective data mining systems Helps you to understand the trade-offs implicit in various models and model architectures Provides extensive coverage of fuzzy SQL querying, fuzzy clustering, and fuzzy rule induction Lays out a roadmap for exploring data, selecting model system measures, organizing adaptive feedback loops, selecting a model configuration, implementing a working model, and validating the final model In an extended example, applies evolutionary programming techniques to solve a complicated scheduling problem Presents examples in C, C++, Java, and easy-to-understand pseudo-code Extensive online component, including sample code and a complete data mining workbench

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Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

Business Modeling and Data Mining demonstrates how real world business problems can be formulated so that data mining can answer them. The concepts and techniques presented in this book are the essential building blocks in understanding what models are and how they can be used practically to reveal hidden assumptions and needs, determine problems, discover data, determine costs, and explore the whole domain of the problem. This book articulately

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explains how to understand both the strategic and tactical aspects of any business problem, identify where the key leverage points are and determine where quantitative techniques of analysis -- such as data mining -- can yield most benefit. It addresses techniques for discovering how to turn colloquial expression and vague descriptions of a business problem first into qualitative models and then into well-defined quantitative models (using data mining) that can then be used to find a solution. The book completes the process by illustrating how these findings from data mining can be turned into strategic or tactical implementations. · Teaches how to discover, construct and refine models that are useful in business situations · Teaches how to design, discover and develop the data necessary for mining · Provides a practical approach to mining data for all business situations · Provides a comprehensive, easy-to-use, fully interactive methodology for building models and mining data · Provides pointers to supplemental online resources, including a downloadable version of the methodology and software tools.

Learn how to develop models for classification, prediction, and customer segmentation with the help of Data Mining for Business Intelligence In today's world, businesses are becoming more capable of accessing their ideal consumers, and an understanding of data mining contributes to this success. Data Mining for Business Intelligence, which was developed from a course taught at the Massachusetts Institute of Technology's Sloan School of Management, and the University of Maryland's Smith School of Business, uses real data and actual cases to illustrate the applicability of data mining intelligence to the development of successful business models. Featuring XLMiner, the Microsoft Office Excel add-in, this book allows readers to follow along and implement algorithms at their own speed, with a minimal learning curve. In addition,

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students and practitioners of data mining techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples are provided to motivate learning and understanding. Data Mining for Business Intelligence: Provides both a theoretical and practical understanding of the key methods of classification, prediction, reduction, exploration, and affinity analysis Features a business decision-making context for these key methods Illustrates the application and interpretation of these methods using real business cases and data This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions.

A business is an entity that is formed in order to carry out activities for the purpose of generating revenue. It involves managing people to organize and maintain a collective effort toward accomplishing a particular creative or productive goal. The term may refer to general commercial, professional, or industrial activity. The singular usage of the term refers to a particular company or corporation, wherein individuals organize based on expertise and skills to bring about social or technological advancement. The generalized usage refers to a particular market sector, "the computer business" or "the business community," and the particular community of suppliers of various goods and services. With some exceptions, such as cooperatives, non-profit organizations, and various government institutions, businesses are formed to earn profit and increase the personal wealth of their owners in exchange for their work and expense of time, energy, and money. In addition to different types of activity, such as manufacturing, service, retail, and so forth, there are also various forms of business organization, with different legal characteristics. As human society has moved toward

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increasing globalization there have been significant impacts on the world of business. One of the significant impacts is the interface with ethics, as doing business in different parts of the world challenges those involved to respond appropriately to more than one set of cultural and legal expectations.

Provides an introduction to data analysis and business modeling using Microsoft Excel.

With big data analytics comes big insights into profitability Big data is big business. But having the data and the computational power to process it isn't nearly enough to produce meaningful results. Big Data, Data Mining, and Machine Learning: Value Creation for Business Leaders and Practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line. Providing an engaging, thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures, the book is a detail-driven look into how big data analytics can be leveraged to foster positive change and drive efficiency. With continued exponential growth in data and ever more competitive markets, businesses must adapt quickly to gain every competitive advantage available. Big data analytics can serve as the linchpin for initiatives that drive business, but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders. This book provides a view into the topic that executives, managers, and practitioners require, and includes: A complete overview of big data and its notable characteristics Details on high performance computing architectures for analytics, massively parallel processing (MPP), and in-memory databases Comprehensive coverage of data mining, text analytics, and machine learning algorithms A discussion of explanatory and predictive modeling, and how they can be applied to decision-making

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processes Big Data, Data Mining, and Machine Learning provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic. Take control of your organization's big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole. Data mining can be defined as the process of selection, exploration and modelling of large databases, in order to discover models and patterns. The increasing availability of data in the current information society has led to the need for valid tools for its modelling and analysis. Data mining and applied statistical methods are the appropriate tools to extract such knowledge from data. Applications occur in many different fields, including statistics, computer science, machine learning, economics, marketing and finance. This book is the first to describe applied data mining methods in a consistent statistical framework, and then show how they can be applied in practice. All the methods described are either computational, or of a statistical modelling nature. Complex probabilistic models and mathematical tools are not used, so the book is accessible to a wide audience of students and industry professionals. The second half of the book consists of nine case studies, taken from the author's own work in industry, that demonstrate how the methods described can be applied to real problems. Provides a solid introduction to applied data mining methods in a consistent statistical framework Includes coverage of classical, multivariate and Bayesian statistical methodology Includes many recent developments such as web mining, sequential Bayesian analysis and memory based reasoning Each statistical method described is illustrated with real life applications Features a number of detailed case studies based on applied projects within industry Incorporates discussion on software used in data mining, with particular emphasis on SAS Supported by a

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website featuring data sets, software and additional material Includes an extensive bibliography and pointers to further reading within the text Author has many years experience teaching introductory and multivariate statistics and data mining, and working on applied projects within industry A valuable resource for advanced undergraduate and graduate students of applied statistics, data mining, computer science and economics, as well as for professionals working in industry on projects involving large volumes of data - such as in marketing or financial risk management.

Collecting, analyzing, and extracting valuable information from a large amount of data requires easily accessible, robust, computational and analytical tools. Data Mining and Business Analytics with R utilizes the open source software R for the analysis, exploration, and simplification of large high-dimensional data sets. As a result, readers are provided with the needed guidance to model and interpret complicated data and become adept at building powerful models for prediction and classification. Highlighting both underlying concepts and practical computational skills, Data Mining and Business Analytics with R begins with coverage of standard linear regression and the importance of parsimony in statistical modeling. The book includes important topics such as penalty-based variable selection (LASSO); logistic regression; regression and classification trees; clustering; principal components and partial least squares; and the analysis of text and network data. In addition, the book presents:

- A thorough discussion and extensive demonstration of the theory behind the most useful data mining tools
- Illustrations of how to use the outlined concepts in real-world situations
- Readily available additional data sets and related R code allowing readers to apply their own analyses to the discussed materials
- Numerous exercises to help readers with computing skills and deepen

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their understanding of the material Data Mining and Business Analytics with R is an excellent graduate-level textbook for courses on data mining and business analytics. The book is also a valuable reference for practitioners who collect and analyze data in the fields of finance, operations management, marketing, and the information sciences.

Many factors can impact large-scale enterprise management systems, and maintaining these systems can be a complicated and challenging process. Therefore, businesses can benefit from an assortment of models and management styles to track and collect data for processes. Enterprise Business Modeling, Optimization Techniques, and Flexible Information Systems supplies a wide array of research on the intersections of business modeling, information systems, and optimization techniques. These various business models and structuring methods are proposed to provide ideas, methods, and points of view for managers, practitioners, entrepreneurs, and researchers on how to improve business processes. Based on their own experiences of in-depth case studies of software projects in international corporations, in this book the authors present detailed practical guidelines on the preparation, conduct, design and reporting of case studies of software engineering. This is the first software engineering specific book on the case study research method.

This book examines the relationship between digital innovations on the one hand, and accounting and management information systems on the other. In particular it addresses topics including cloud computing, data mining, XBRL, and digital platforms. It presents an analysis of how new technologies can reshape accounting and management information systems, enhancing their information potentialities and their ability to support decision-making processes, as well as several studies that reveal how managerial information needs can affect

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and reshape the adoption of digital technologies. Focusing on the four major aspects data management, information system architecture, external and internal reporting, the book offers a valuable resource for CIOs, CFOs and more generally for business managers, as well as for researchers and scholars. It is mainly based on a selection of the best papers - original double blind reviewed contributions - presented at the 2015 Annual Conference of the Italian Chapter of the Association for Information Systems (AIS).

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).

“This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining.” Dr. Edi Shivaji, Des Moines, Iowa “As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter.” -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the

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exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

This is the second edition of Wil van der Aalst's seminal book on process mining, which now discusses the field also in the broader context of data science and big data approaches. It includes several additions and updates, e.g. on inductive mining techniques, the notion of alignments, a considerably expanded section on software tools and a completely new chapter of process mining in the large. It is self-contained, while at the same time covering the entire process-mining spectrum from process discovery to predictive analytics. After a general introduction to data science and process mining in Part I, Part II provides the basics of business process modeling and data mining necessary to understand the remainder of the book. Next, Part III focuses on process discovery as the most important process mining task, while Part IV moves beyond discovering the control flow of processes, highlighting conformance checking, and organizational and time perspectives. Part V offers a guide to successfully applying process mining in practice, including an introduction to the widely used open-source tool ProM and several commercial products. Lastly, Part VI takes a step back, reflecting on the material presented and the key open challenges. Overall, this book provides a comprehensive overview of the state of the art in process mining. It is intended for business process analysts, business consultants, process managers, graduate students, and BPM

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researchers.

As technology continues to advance, it is critical for businesses to implement systems that can support the transformation of data into information that is crucial for the success of the company. Without the integration of data (both structured and unstructured) mining in business intelligence systems, invaluable knowledge is lost. However, there are currently many different models and approaches that must be explored to determine the best method of integration.

Integration Challenges for Analytics, Business Intelligence, and Data Mining is a relevant academic book that provides empirical research findings on increasing the understanding of using data mining in the context of business intelligence and analytics systems. Covering topics that include big data, artificial intelligence, and decision making, this book is an ideal reference source for professionals working in the areas of data mining, business intelligence, and analytics; data scientists; IT specialists; managers; researchers; academicians; practitioners; and graduate students.

Written by renowned data science experts Foster Provost and Tom Fawcett, *Data Science for Business* introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, *Data Science for Business* provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully

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appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Data Preparation for Data Mining addresses an issue unfortunately ignored by most authorities on data mining: data preparation. Thanks largely to its perceived difficulty, data preparation has traditionally taken a backseat to the more alluring question of how best to extract meaningful knowledge. But without adequate preparation of your data, the return on the resources invested in mining is certain to be disappointing. Dorian Pyle corrects this imbalance. A twenty-five-year veteran of what has become the data mining industry, Pyle shares his own successful data preparation methodology, offering both a conceptual overview for managers and complete technical details for IT professionals. Apply his techniques and watch your mining efforts pay off—in the form of improved performance, reduced distortion, and more valuable results. On the enclosed CD-ROM, you'll find a suite of programs as C source code and compiled into a command-line-driven toolkit. This code illustrates how the author's techniques can be applied to arrive at an automated preparation solution that works for you. Also included are demonstration versions of three commercial products that help with data preparation, along with sample data with which you can practice and experiment. * Offers in-depth coverage of an essential but largely ignored subject. * Goes far beyond theory, leading you-step by step-through the author's own data preparation techniques. * Provides practical

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illustrations of the author's methodology using realistic sample data sets. * Includes algorithms you can apply directly to your own project, along with instructions for understanding when automation is possible and when greater intervention is required. * Explains how to identify and correct data problems that may be present in your application. * Prepares miners, helping them head into preparation with a better understanding of data sets and their limitations.

Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R explains and demonstrates, via the accompanying open-source software, how advanced analytical tools can address various business problems. It also gives insight into some of the challenges faced when deploying these tools. Extensively classroom-tested, the text is ideal for students in customer and business analytics or applied data mining as well as professionals in small- to medium-sized organizations. The book offers an intuitive understanding of how different analytics algorithms work. Where necessary, the authors explain the underlying mathematics in an accessible manner. Each technique presented includes a detailed tutorial that enables hands-on experience with real data. The authors also discuss issues often encountered in applied data mining projects and present the CRISP-DM process model as a practical framework for organizing these projects. Showing how data mining can improve the performance of organizations, this book and its R-based software provide the skills and tools needed to successfully develop advanced analytics capabilities.

This book constitutes the refereed proceedings of the 10th International Conference on Intelligent Data Engineering and Automated Learning, IDEAL 2009, held in Burgos, Spain, in September 2009. The 100 revised full papers presented were carefully reviewed and selected from over 200 submissions for inclusion in the book. The papers are organized in topical

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sections on learning and information processing; data mining and information management; neuro-informatics, bio-informatics, and bio-inspired models; agents and hybrid systems; soft computing techniques in data mining; recent advances on swarm-based computing; intelligent computational techniques in medical image processing; advances on ensemble learning and information fusion; financial and business engineering (modeling and applications); MIR day 2009 - Burgos; and nature inspired models for industrial applications.

"This book provides an in-depth analysis of attrition modeling relevant to business planning and management, offering insightful and detailed explanation of best practices, tools, and theory surrounding churn prediction and the integration of analytic tools"--Provided by publisher.

Fuzzy Modeling and Genetic Algorithms for Data Mining and Exploration is a handbook for analysts, engineers, and managers involved in developing data mining models in business and government. As you'll discover, fuzzy systems are extraordinarily valuable tools for representing and manipulating all kinds of data, and genetic algorithms and evolutionary programming techniques drawn from biology provide the most effective means for designing and tuning these systems. You don't need a background in fuzzy modeling or genetic algorithms to benefit, for this book provides it, along with detailed instruction in methods that you can immediately put to work in your own projects. The author provides many diverse examples and also an extended example in which evolutionary strategies are used to create a complex scheduling system. Written to provide analysts, engineers, and managers with the background and specific instruction needed to develop and implement more effective data mining systems Helps you to understand the trade-offs implicit in various models and model

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architectures Provides extensive coverage of fuzzy SQL querying, fuzzy clustering, and fuzzy rule induction Lays out a roadmap for exploring data, selecting model system measures, organizing adaptive feedback loops, selecting a model configuration, implementing a working model, and validating the final model In an extended example, applies evolutionary programming techniques to solve a complicated scheduling problem Presents examples in C, C++, Java, and easy-to-understand pseudo-code Extensive online component, including sample code and a complete data mining workbench

Data mining has become the fastest growing topic of interest in business programs in the past decade. This book is intended to describe the benefits of data mining in business, the process and typical business applications, the workings of basic data mining models, and demonstrate each with widely available free software. The book focuses on demonstrating common business data mining applications. It provides exposure to the data mining process, to include problem identification, data management, and available modeling tools. The book takes the approach of demonstrating typical business data sets with open source software. KNIME is a very easy-to-use tool, and is used as the primary means of demonstration. R is much more powerful and is a commercially viable data mining tool. We also demonstrate WEKA, which is a highly useful academic software, although it is difficult to manipulate test sets and new cases, making it problematic for commercial use.

Do you want to learn about data science but aren't in the mood to read a boring textbook? Data science has a huge impact on how companies conduct business, and those who don't learn about this revolutionary field could be left behind. You see, data science will help you make better decisions, know what products and services to release, and how to provide better

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service to your customers. And it is all done by collecting and sorting through a large amount of information, so you have the right sources behind you when you make a major decision. In this guidebook, you will discover more about data science and how to get started in this field. This book will discuss the following topics: What is data science? How Big Data works and why it is so important How to do an explorative data analysis Working with data mining How to mine text to get the data Some amazing machine learning algorithms to help with data science How to do data modeling Data visualization How to use data science to help your business grow Tips to help you get started with data science And much, much more! So if you are ready to get started with data science, click "add to cart"!

Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. ACD-ROM, sold separately, provides these models for reader use.

This book reviews forecasting data mining models, from basic tools for stable data through causal models, to more advanced models using trends and cycles. These models are demonstrated on the basis of business-related data, including

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stock indices, crude oil prices, and the price of gold. The book's main approach is above all descriptive, seeking to explain how the methods concretely work; as such, it includes selected citations, but does not go into deep scholarly reference. The data sets and software reviewed were selected for their widespread availability to all readers with internet access.

The leading introductory book on data mining, fully updated and revised! When Berry and Linoff wrote the first edition of *Data Mining Techniques* in the late 1990s, data mining was just starting to move out of the lab and into the office and has since grown to become an indispensable tool of modern business. This new edition—more than 50% new and revised—is a significant update from the previous one, and shows you how to harness the newest data mining methods and techniques to solve common business problems. The duo of unparalleled authors share invaluable advice for improving response rates to direct marketing campaigns, identifying new customer segments, and estimating credit risk. In addition, they cover more advanced topics such as preparing data for analysis and creating the necessary infrastructure for data mining at your company. Features significant updates since the previous edition and updates you on best practices for using data mining methods and techniques for solving common business problems. Covers a new data mining technique in every

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chapter along with clear, concise explanations on how to apply each technique immediately Touches on core data mining techniques, including decision trees, neural networks, collaborative filtering, association rules, link analysis, survival analysis, and more Provides best practices for performing data mining using simple tools such as Excel Data Mining Techniques, Third Edition covers a new data mining technique with each successive chapter and then demonstrates how you can apply that technique for improved marketing, sales, and customer support to get immediate results.

Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making informed decisions based on this data is crucial to managers across industries. Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.

Business Modeling and Data Mining Elsevier

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Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, 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 XLMiner® 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 <https://www.dataminingbook.com> Free 140-day license to use XLMiner for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, 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

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a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. 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 Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at www.statistics.com. He has written multiple journal articles and is the developer of Resampling Stats software. He is

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the author of *Introductory Statistics and Analytics: A Resampling Perspective*, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

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