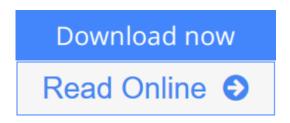# Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

By Galit Shmueli, Nitin R. Patel, Peter C. Bruce

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner By Galit Shmueli, Nitin R. Patel, Peter C. Bruce

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, 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.

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- Sales Rank: #681477 in Books
- Published on: 2006-12-11
- Original language: English
- Number of items: 1
- Dimensions: 10.12" h x .79" w x 7.32" l, 1.48 pounds
- Binding: Hardcover
- 298 pages

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Editorial Review

Review
"Shmueli et al. have done a wonderful job in presenting the field of data mining…a welcome addition to the literature." (*Computing Reviews.com*, August 15, 2007)

"This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices." (*IT Professional*, January/February 2007)

"The book contains real case studies, providing yet further demonstrations of the extraordinary data wealth of the modern commercial world." (*International Statistical Review*, 2007)

"…full of vivid and thought-provoking anecdotes…needs to be read by anyone with a serious interest in research and marketing." (*Research Magazine*, August 2007)

From the Back Cover
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