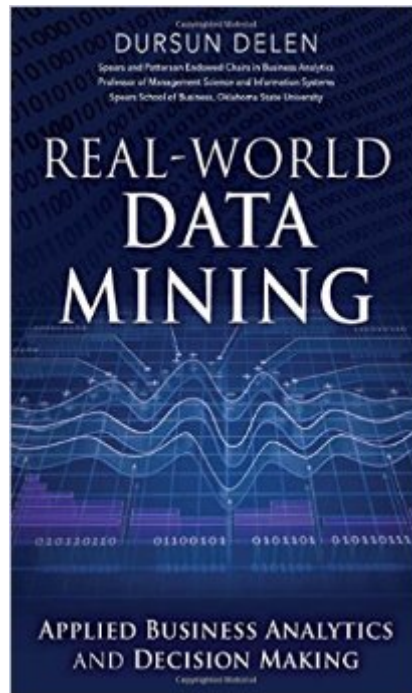


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Real-World Data Mining: Applied Business Analytics And Decision Making (FT Press Analytics)



Synopsis

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.

Book Information

Series: FT Press Analytics

Hardcover: 288 pages

Publisher: Pearson FT Press; 1 edition (January 2, 2015)

Language: English

ISBN-10: 0133551075

ISBN-13: 978-0133551075

Product Dimensions: 6.4 x 1.2 x 9 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #861,354 in Books (See Top 100 in Books) #137 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Production, Operation & Management #475 in Books > Computers & Technology > Databases & Big Data > Data Mining #834 in Books > Business & Money > Management & Leadership > Production & Operations

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