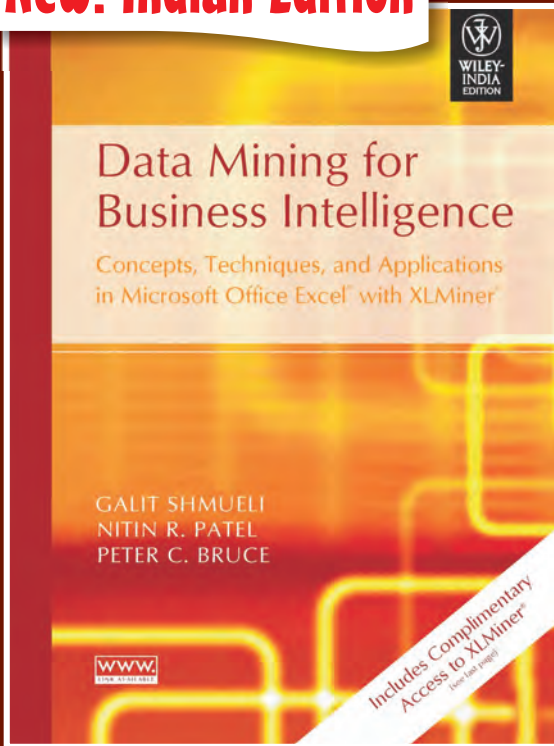


Data Mining For Business Intelligence

Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

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

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About the Book:

This book is intended for the business student and practitioner of data mining techniques. The main goal of this book is to provide both a theoretical and practical understanding of the key methods of classification, prediction, reduction and exploration that are at the heart of data mining. The book employs the use of an Excel add-in, XLMiner™, at no cost for students in registered classes, in order to illustrate and interpret the various data sets that are presented throughout. Real-life business cases are also presented so that readers can implement algorithms with a very low learning hurdle.

Table of Contents:

- Introduction
- Overview of the Data Mining Process
- Data Exploration and Dimension Reduction
- Evaluating Classification and Predictive Performance
- Multiple Linear Regression
- Three Simple Classification Methods
- Classification and Regression trees
- Logistic Regression
- Neural Nets
- Discriminant Analysis
- Association Rules
- Cluster Analysis
- Cases

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