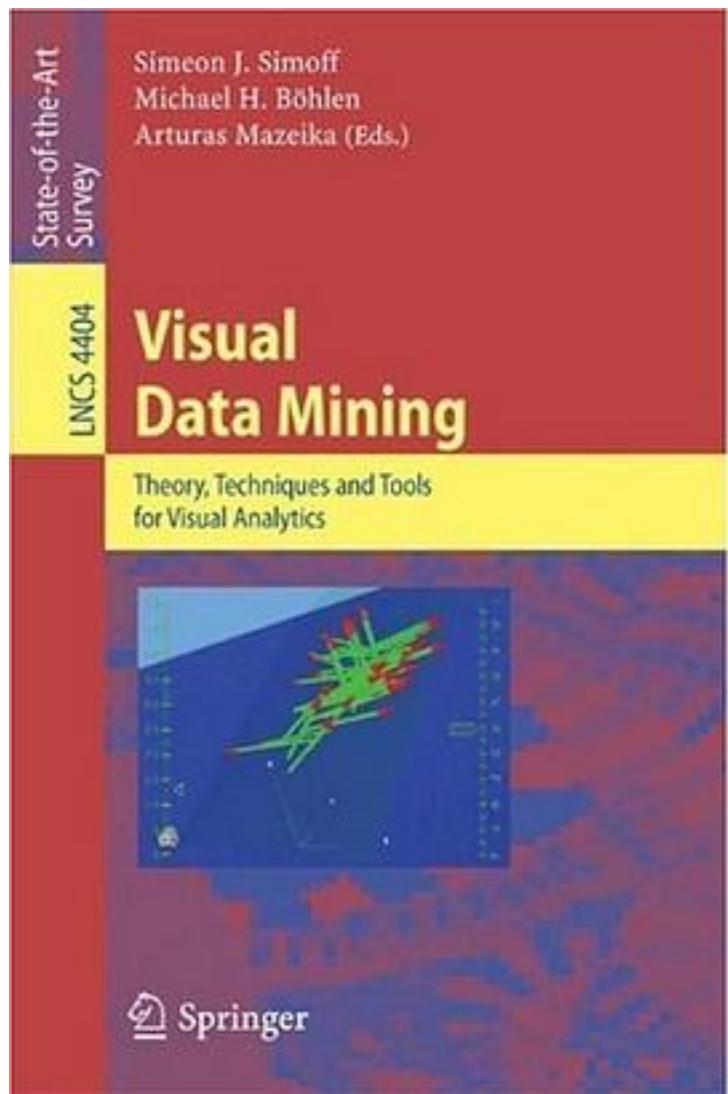


Visual Data Mining



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Marketing analysts use data mining techniques to gain a reliable understanding of customer buying habits and then use that information to develop new marketing campaigns and products. Visual mining tools introduce a world of possibilities to a much broader and non-technical audience to help them solve common business problems. Explains how to select the appropriate data sets for analysis, transform the data sets into usable formats, and verify that the sets are error-free. Reviews how to choose the right model for the specific type of analysis project, how to analyze the model, and present the results for decision making. Shows how to solve numerous business problems by applying various tools and techniques. Companion Web site offers links to data visualization and visual data mining tools, and real-world success stories using visual data mining.

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