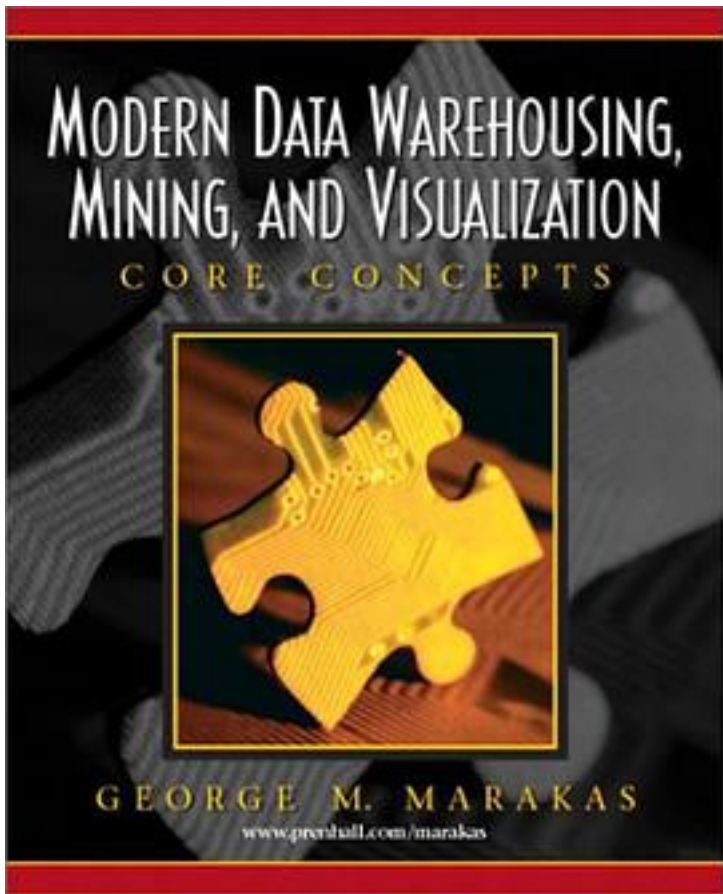


Modern Data Warehousing, Mining, and Visualization



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For undergraduate/graduate-level Data Mining or Data Warehousing courses in Information Systems or Operations Management Departments electives. Taking a multidisciplinary user/manager approach, this text looks at data warehousing

technologies necessary to support the business processes of the twenty-first century. Using a balanced professional and conversational approach, it explores the basic concepts of data mining, warehousing, and visualization-with an emphasis on both technical and managerial issues and the implication of these modern emerging technologies on those issues. Data mining and visualization exercises-using an included fully-enabled, but time-limited version of Megaputer's PolyAnalyst and TextAnalyst data mining and visualization software-give students hands-on experience with real-world applications.

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