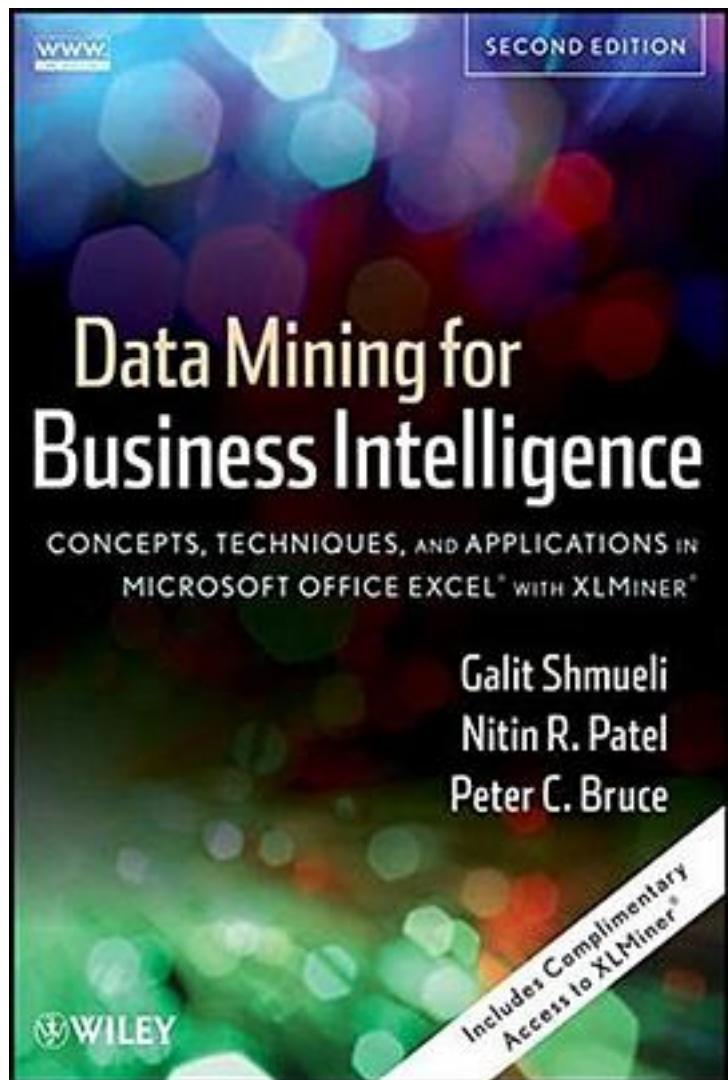


# Data Mining for Business Intelligence



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Data Mining for Business Intelligence, Second Edition uses real data and actual cases to illustrate the applicability of data mining (DM) intelligence in the development of successful business models. Featuring complimentary access to 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 DM techniques are presented with hands-on, business-oriented applications. An abundant amount of exercises and examples, now doubled in number in the second edition, are provided to motivate learning and understanding. This book helps readers understand the beneficial relationship that can be established between DM and smart business practices, and is an excellent learning tool for creating valuable strategies and making wiser business decisions. New topics include detailed coverage of visualization (enhanced by Spotfire subroutines) and time series forecasting, among a host of other subject matter.

作者介绍:

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标签

数据挖掘

统计

XLMINER

商业智能

商业

评论

not very helpful textbook

很尴尬的书。。一方面没有rigorous的理论，另一方面有没有真的教application，应该改名叫dummy系列。

太二

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书评

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