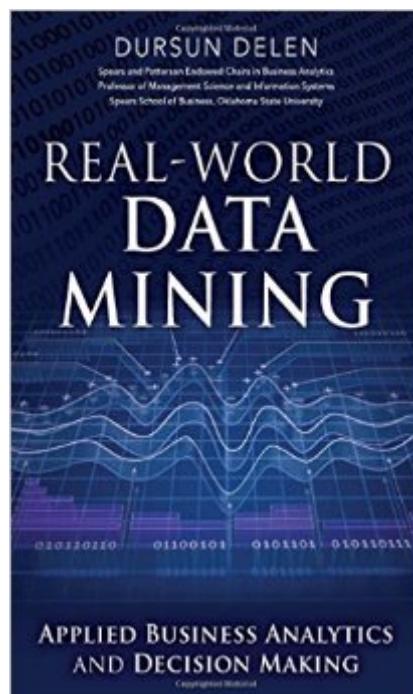


The book was found

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

[Download to continue reading...](#)

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

Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business

Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) Big Data For Beginners: Understanding SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More! Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics Applied Insurance Analytics: A Framework for Driving More Value from Data Assets, Technologies, and Tools (FT Press Analytics) Data Just Right: Introduction to Large-Scale Data & Analytics (Addison-Wesley Data and Analytics) Data Architecture: A Primer for the Data Scientist: Big Data, Data Warehouse and Data Vault Critical Thinking: Decision Making with Smarter Intuition and Logic! (Critical Thinking, Decision Making, Logic, Intuition) Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Big Data Driven Supply Chain Management: A Framework for Implementing Analytics and Turning Information Into Intelligence (FT Press Analytics) Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics) Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python Mercury, Mining, and Empire: The Human and Ecological Cost of Colonial Silver Mining in the Andes Data Classification: Algorithms and Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Swift: Programming, Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... mining, software, software engineering,) The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences Real Estate: Learn to Succeed the First Time: Real Estate Basics, Home Buying, Real Estate Investment & House Flipping (Real Estate income, investing, Rental Property)

[Dmca](#)