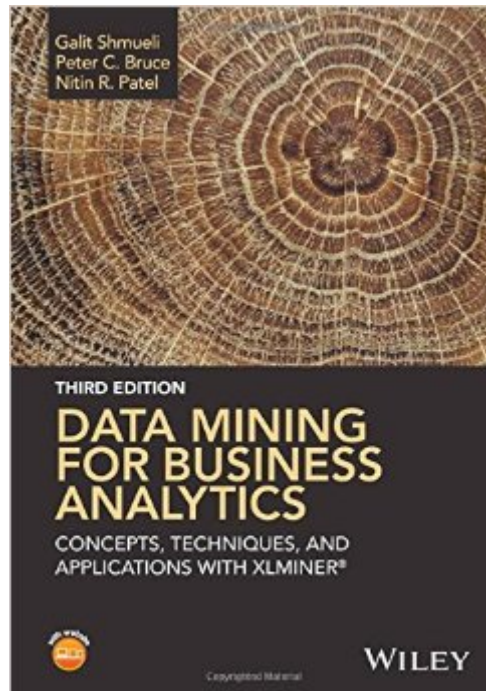


The book was found

# Data Mining For Business Analytics: Concepts, Techniques, And Applications With XLMiner



## Synopsis

Praise for the Second Edition "â full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing." â " Research Magazine "Shmueli et al. have done a wonderful job in presenting the field of data mining - a welcome addition to the literature." â " ComputingReviews.com "Excellent choice for business analysts...The book is a perfect fit for its intended audience."Â â " Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition and SPSS Statistics for Data Analysis and Visualization "â extremely well organized, clearly written and introduces all of the basic ideas quite well."Â â " Robert L. Phillips, Professor of Professional Practice, Columbia Business School Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMinerÂ®, Third EditionÂ presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the MicrosoftÂ® Office ExcelÂ® add-in XLMinerÂ® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methodsÂ End-of-chapter exercises that help readers better understand the presented material Data-rich case studies to illustrate various applications of data mining techniques Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPointÂ® slides Free 140-day license to use XLMinerÂ for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMinerÂ®, Third EditionÂ is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua Universityâ™s Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare.Â She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written

multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

## Book Information

Hardcover: 552 pages

Publisher: Wiley; 3 edition (April 18, 2016)

Language: English

ISBN-10: 1118729277

ISBN-13: 978-1118729274

Product Dimensions: 7.3 x 1.3 x 10.3 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #182,743 in Books (See Top 100 in Books) #100 in Books > Computers & Technology > Databases & Big Data > Data Mining #162 in Books > Computers & Technology > Business Technology > Software > Spreadsheets #198 in Books > Textbooks > Computer Science > Database Storage & Design

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

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data (Data-Centric Systems and

Applications) Analytics: Data Science, Data Analysis and Predictive Analytics for Business  
Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series)  
Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking  
Mining the Social Web: Data Mining Facebook, Twitter, LinkedIn, Google+, GitHub, and More Data  
Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Business  
Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money  
(business tools, business concepts, financial freedom, ... making money, business planning Book 1)  
Agile Data Science: Building Data Analytics Applications with Hadoop Data Analysis and Data  
Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder  
3.0 with SQL Server Bitcoin Mining: The Bitcoin Beginner's Guide (Proven, Step-By-Step Guide To  
Making Money With Bitcoins) (Bitcoin Mining, Online Business, Investing for ... Beginner, Bitcoin  
Guide, Bitcoin Trading) Data Mining and Analysis: Fundamental Concepts and Algorithms  
Exploratory Data Mining and Data Cleaning Fraud Analytics Using Descriptive, Predictive, and  
Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business  
Series)

[Dmca](#)