



Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

Galit Shmueli, Nitin R. Patel, Peter C. Bruce

Download now

[Click here](#) if your download doesn't start automatically

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner

Galit Shmueli, Nitin R. Patel, Peter C. Bruce

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Galit Shmueli, Nitin R. Patel, Peter C. Bruce

This book arose out of a data mining course at MIT's Sloan School of Management. Preparation for the course revealed that there are a number of excellent books on the business context of data mining, but their coverage of the statistical and machine learning algorithms and theoretical underpinnings is not sufficiently detailed to provide a practical guide for users who possess the raw skills and tools to analyze data. This book is intended for the business student (and practitioner) of data mining techniques, and the goal is threefold: (1) to provide both a theoretical and practical understanding of the key methods of classification, prediction, reduction and exploration that are at the heart of data mining; (2) to provide a business decision-making context for these methods; and (3) using real business cases and data, to illustrate the application and interpretation of these methods. The book employs the use of an Excel add-in, XLMiner™, at no cost to registered instructors, in order to illustrate and interpret the various data sets that are presented throughout. Real-life business cases are also presented so that readers can implement algorithms with a very low learning hurdle. Table of Contents Foreword Preface Acknowledgments 1. Introduction 2. Overview of the Data Mining Process 3. Data Exploration and Dimension Reduction 4. Evaluating Classification and Predictive Performance 5. Multiple Linear Regression 6. Three Simple Classification Methods 7. Classification and Regression trees 8. Logistic Regression 9. Neural Nets 10. Discriminant Analysis 11. Association Rules 12. Cluster Analysis 13. Cases References Index

 [Download Data Mining for Business Intelligence: Concepts, T ...pdf](#)

 [Read Online Data Mining for Business Intelligence: Concepts, ...pdf](#)

Download and Read Free Online Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Galit Shmueli, Nitin R. Patel, Peter C. Bruce

From reader reviews:

Hazel Park:

The actual book Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner has a lot associated with on it. So when you read this book you can get a lot of help. The book was written by the very famous author. Mcdougal makes some research just before write this book. This particular book very easy to read you can obtain the point easily after scanning this book.

Jack Godina:

This Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner is fresh way for you who has intense curiosity to look for some information mainly because it relief your hunger of information. Getting deeper you into it getting knowledge more you know or else you who still having bit of digest in reading this Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner can be the light food to suit your needs because the information inside this specific book is easy to get by simply anyone. These books build itself in the form and that is reachable by anyone, that's why I mean in the e-book contact form. People who think that in book form make them feel drowsy even dizzy this book is the answer. So you cannot find any in reading a e-book especially this one. You can find what you are looking for. It should be here for a person. So , don't miss it! Just read this e-book kind for your better life and also knowledge.

Gwendolyn Harrison:

As a pupil exactly feel bored to be able to reading. If their teacher questioned them to go to the library or even make summary for some guide, they are complained. Just minor students that has reading's soul or real their passion. They just do what the professor want, like asked to the library. They go to at this time there but nothing reading critically. Any students feel that examining is not important, boring in addition to can't see colorful pictures on there. Yeah, it is being complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever we really wish for. Likewise word says, many ways to reach Chinese's country. So , this Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner can make you feel more interested to read.

Angela Souther:

A lot of people said that they feel bored when they reading a guide. They are directly felt this when they get a half regions of the book. You can choose the book Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner to make your own personal reading is interesting. Your own skill of reading proficiency is developing when you including reading. Try to choose simple book to make you enjoy to see it and mingle the feeling about book and studying especially. It is to be very first opinion for you to like to open up a book and study it. Beside that the publication Data

Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner can to be your brand-new friend when you're feel alone and confuse using what must you're doing of their time.

Download and Read Online Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Galit Shmueli, Nitin R. Patel, Peter C. Bruce #U0PAWLNH6XV

Read Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce for online ebook

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce books to read online.

Online Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce ebook PDF download

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce Doc

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce Mobipocket

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner by Galit Shmueli, Nitin R. Patel, Peter C. Bruce EPub