Predictive Analytics And Data Mining Concepts And Practice With Rapidminer

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Predictive Analytics
Eric Siegel 2016-01-13 "Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An

introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of

decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics

work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics. *Predictive Analytics and Data Mining* Vijay Kotu 2014-11-27 Put Predictive Analytics into Action Learn the basics of Predictive Analysis and Data Mining through an easy to understand conceptual framework and immediately practice the concepts learned using the open source RapidMiner tool. Whether you are brand new to Data Mining or working on your tenth project, this book will show you how to analyze data, uncover hidden patterns and relationships to aid important decisions and predictions. Data Mining has become an essential tool for any enterprise that collects, stores and processes data as part of its operations. This book is ideal for business users, data analysts, business analysts, business intelligence and data warehousing professionals and for anyone who wants to learn Data Mining. You'll be able to: 1. Gain the necessary knowledge of different data mining techniques, so that you can select the right technique for a given data problem and create a general purpose analytics process. 2. Get up and running fast with more than two dozen

commonly used powerful algorithms for predictive analytics using practical use cases. 3. Implement a simple step-by-step process for predicting an outcome or discovering hidden relationships from the data using RapidMiner, an open source GUI based data mining tool Predictive analytics and Data Mining techniques covered: Exploratory Data Analysis, Visualization, Decision trees, Rule induction, k-Nearest Neighbors, Naïve Bayesian, Artificial Neural Networks, Support Vector machines, Ensemble models, Bagging, Boosting, Random Forests, Linear regression, Logistic regression, Association analysis using Apriori and FP Growth, K-Means clustering, Density based clustering, Self Organizing Maps, Text Mining, Time series forecasting, Anomaly detection and Feature selection. Implementation files can be downloaded from the book companion site at www.LearnPredictiveAnalytics.com Demystifies data mining concepts with easy to understand language Shows how to get up and running fast with 20 commonly used powerful techniques for predictive analysis Explains the process of using open source RapidMiner tools Discusses a simple 5 step process for implementing algorithms that can be used for performing predictive analytics Includes practical use cases and examples
Effective CRM using Predictive Analytics
Antonios Chorianopoulos 2016-01-19 A step-by-step guide to data mining applications in CRM. Following a

handbook approach, this book bridges the gap between analytics and their use in everyday marketing, providing guidance on solving real business problems using data mining techniques. The book is organized into three parts. Part one provides a methodological roadmap, covering both the business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized acquisition, cross/ deep/ up selling and retention campaigns, as well as effective customer segmentation schemes. In part two, some of the most useful data mining algorithms are explained in a simple and comprehensive way for business users with no technical expertise. Part three is packed with real world

case studies which employ the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Case studies from industries including banking, retail and telecommunications are presented in detail so as to serve as templates for developing similar applications. Key Features: Includes numerous real-world case studies which are presented step by step, demystifying the usage of data mining models and clarifying all the methodological issues. Topics are presented with the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Accompanied by a website featuring material from each case study, including datasets and relevant code. Combining data mining and business

knowledge, this practical book provides all the necessary information for designing, setting up, executing and deploying data mining techniques in CRM. Effective CRM using Predictive Analytics will benefit data mining practitioners and consultants, data analysts, statisticians, and CRM officers. The book will also be useful to academics and students interested in applied data mining.
Real-World Data Mining Dursun Delen 2014-12-16 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.

Data Mining with Python Quick Start Guide Freeman Bhekisisa Dlamini 2021-04-07 You will learn how to implement a variety of popular data mining algorithms in Python (a programming language - software development environment) to tackle business problems and opportunities.This is the first version of the python book series and it covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining, and network analysis. It also includes: A new co-author Freeman Dlamini, brings both experiences teaching business analytics courses using Python, and expertise in the application of machine learning methods.A new section on ethical issues in data miningMore than a dozen case studies demonstrating applications for the data mining techniques describedEnd-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presentedData Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics,

and business analytics. This book is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology."This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business-specific procedures such as social network analysis and text mining Business Modeling and Data Mining Dorian Pyle 2003-05-17 Business Modeling and Data Mining demonstrates how real world business problems can be formulated so that data mining can answer them. The concepts and techniques presented in this book are the essential building blocks in understanding what models are and how they can be used practically to reveal hidden assumptions and needs, determine problems, discover data, determine costs, and explore the whole domain of the problem. This book articulately explains how to understand both the strategic and tactical aspects of any business problem, identify where the key leverage points are and determine where quantitative techniques of analysis -- such as data mining -- can yield most benefit. It addresses techniques for discovering how to turn colloquial expression and vague descriptions

of a business problem first into qualitative models and then into well-defined quantitative models (using data mining) that can then be used to find a solution. The book completes the process by illustrating how these findings from data mining can be turned into strategic or tactical implementations. · Teaches how to discover, construct and refine models that are useful in business situations · Teaches how to design, discover and develop the data necessary for mining · Provides a practical approach to mining data for all business situations · Provides a comprehensive, easy-to-use, fully interactive methodology for building models and mining data · Provides pointers to supplemental online resources, including a downloadable version of the methodology and software tools.
Data Mining and Predictive Analytics Daniel T. Larose 2015-02-19 Learn methods of data analysis and their application to real-world data sets This updated second edition serves as an introduction to data mining methods and models, including association rules, clustering, neural networks, logistic regression, and multivariate analysis. The authors apply a unified "white box" approach to data mining methods and models. This approach is designed to walk readers through the operations and nuances of the various methods, using small data sets, so readers can gain an insight into the inner workings of the method under review. Chapters provide readers with

hands-on analysis problems, representing an opportunity for readers to apply their newly-acquired data mining expertise to solving real problems using large, real-world data sets. Data Mining and Predictive Analytics: Offers comprehensive coverage of association rules, clustering, neural networks, logistic regression, multivariate analysis, and R statistical programming language Features over 750 chapter exercises, allowing readers to assess their understanding of the new material Provides a detailed case study that brings together the lessons learned in the book Includes access to the companion website, www.dataminingconsultant, with exclusive password-protected instructor content Data Mining and Predictive Analytics will appeal to computer science and statistic students, as well as students in MBA programs, and chief executives.
Data Mining - a search for knowledge Mohamed Rahama 2012-10-23 Essay from the year 2012 in the subject Computer Science - Theory, grade: B, Atlantic International University (School of Science and Engineering), course: Doctorate in Information Technology, language: English, abstract: Data mining is an independent science that based on advanced ways for information retrieval. Data mining is dealing with knowledge discovery in data warehouses without predefined hypotheses. So it is quite different from other applications such as decision support systems, OLAP and others which are looking for information on the

factors and assumptions that we know it in advance. Data Mining supports multiple algorithms which have the ability to adopt automatic classification of historical data and predict future events. Data mining in the databases is designed to extract the hidden information, and it is a modern technology that imposed itself strongly in the information revolution, in the light of the great technological development and widespread use of data warehouses. Data mining techniques focus on building future forecasts and explore the behavior and trends, allowing a good estimation for right decisions that taken in a timely manner. This paper provides a general definition of data mining science and its most important techniques and algorithms used.

Data Mining 2022-03-30 The availability of big data due to computerization and automation has generated an urgent need for new techniques to analyze and convert big data into useful information and knowledge. Data mining is a promising and leading-edge technology for mining large volumes of data, looking for hidden information, and aiding knowledge discovery. It can be used for characterization, classification, discrimination, anomaly detection, association, clustering, trend or evolution prediction, and much more in fields such as science, medicine, economics, engineering, computers, and even business analytics. This book presents basic concepts, ideas, and research in

data mining.
Integration of Data Mining in Business Intelligence Systems Azevedo, Ana 2014-09-30 Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making informed decisions based on this data is crucial to managers across industries. Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.
Stream Data Mining: Algorithms and Their Probabilistic Properties Leszek Rutkowski 2019-03-16 This book presents a unique approach to stream data mining. Unlike the vast majority of previous approaches, which are largely based on heuristics, it highlights methods and algorithms that are mathematically justified. First, it describes how to adapt static decision trees to accommodate data streams; in this regard, new splitting criteria are developed to guarantee that they are asymptotically equivalent to the classical batch tree. Moreover, new decision trees are designed, leading to the original

concept of hybrid trees. In turn, nonparametric techniques based on Parzen kernels and orthogonal series are employed to address concept drift in the problem of non-stationary regressions and classification in a time-varying environment. Lastly, an extremely challenging problem that involves designing ensembles and automatically choosing their sizes is described and solved. Given its scope, the book is intended for a professional audience of researchers and practitioners who deal with stream data, e.g. in telecommunication, banking, and sensor networks.

Advanced Intelligent Systems for Sustainable Development (AI2SD'2018) Mostafa Ezziyyani 2019-03-06 This book includes the outcomes of the International Conference on Advanced Intelligent Systems for Sustainable Development (AI2SD-2018), held in Tangier, Morocco on July 12–14, 2018. Presenting the latest research in the field of computing sciences and information technology, it discusses new challenges and provides valuable insights into the field, the goal being to stimulate debate, and to promote closer interaction and interdisciplinary collaboration between researchers and practitioners. Though chiefly intended for researchers and practitioners in advanced information technology management and networking, the book will also be of interest to those engaged in emerging fields such as data science and analytics, big data, internet of things, smart networked systems,

artificial intelligence, expert systems and cloud computing.

Data Mining: Concepts and Techniques Jiawei Han 2011-06-09 Data Mining: Concepts and Techniques provides the concepts and techniques in processing gathered data or information, which will be used in various applications. Specifically, it explains data mining and the tools used in discovering knowledge from the collected data. This book is referred as the knowledge discovery from data (KDD). It focuses on the feasibility, usefulness, effectiveness, and scalability of techniques of large data sets. After describing data mining, this edition explains the methods of knowing, preprocessing, processing, and warehousing data. It then presents information about data warehouses, online analytical processing (OLAP), and data cube technology. Then, the methods involved in mining frequent patterns, associations, and correlations for large data sets are described. The book details the methods for data classification and introduces the concepts and methods for data clustering. The remaining chapters discuss the outlier detection and the trends, applications, and research frontiers in data mining. This book is intended for Computer Science students, application developers, business professionals, and researchers who seek information on data mining. Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in

real-world, large-scale data mining projects Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and applications in several fields Provides a comprehensive, practical look at the concepts and techniques you need to get the most out of your data

Data Mining for Business Analytics Galit Shmueli 2019-10-14 Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive

courses, and from their students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A companion website with more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. "This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject." —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book An Introduction to Statistical Learning,

with Applications in R
Data Mining for Business
Analytics Galit Shmueli
2016-04-22 Data Mining
for Business Analytics:
Concepts, Techniques,
and Applications in
XLMiner®, Third Edition
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
Microsoft® Office Excel®
add-in XLMiner® 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
methods 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
PowerPoint® slides
https://www.dataminingbo
ok.com Free 140-day
license to use XLMiner
for Education software
Data Mining for Business
Analytics: Concepts,
Techniques, and
Applications in
XLMiner®, Third Edition
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. Praise for the Second Edition "…full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing."— Research Magazine "Shmueli et al. have done a wonderful job in presenting the field of data mining - a welcome addition to the literature." — ComputingReviews.com "Excellent choice for business analysts...The book is a perfect fit for its intended audience." — Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition and SPSS Statistics for Data Analysis and Visualization Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University'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. 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. 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.

Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications Wang, John 2008-05-31 In recent years, the science of managing and analyzing large datasets has emerged as a critical area of research. In the race to answer vital questions and make knowledgeable decisions, impressive amounts of data are now being generated at a rapid pace, increasing the opportunities and challenges associated with the ability to effectively analyze this data.

Data Mining and Predictive Analysis Colleen McCue 2015-01-02 Data Mining and Predictive Analysis: Intelligence Gathering and Crime Analysis, 2nd Edition, describes clearly and simply how crime clusters and other intelligence can be used to deploy security resources most effectively. Rather than being reactive, security agencies can anticipate and prevent crime through the appropriate

application of data mining and the use of standard computer programs. Data Mining and Predictive Analysis offers a clear, practical starting point for professionals who need to use data mining in homeland security, security analysis, and operational law enforcement settings. This revised text highlights new and emerging technology, discusses the importance of analytic context for ensuring successful implementation of advanced analytics in the operational setting, and covers new analytic service delivery models that increase ease of use and access to high-end technology and analytic capabilities. The use of predictive analytics in intelligence and security analysis enables the development of meaningful, information based tactics, strategy, and policy decisions in the operational public safety and security environment. Discusses new and emerging technologies and techniques, including up-to-date information on predictive policing, a key capability in law enforcement and security Demonstrates the importance of analytic context beyond software Covers new models for effective delivery of advanced analytics to the operational environment, which have increased access to even the most powerful capabilities Includes terminology, concepts, practical application of these concepts, and examples to highlight specific techniques and approaches in crime and intelligence analysis **15th International Conference on Soft Computing Models in**

Industrial and Environmental Applications (SOCO 2020) Álvaro Herrero 2020-08-28 This book contains accepted papers presented at SOCO 2020 conference held in the beautiful and historic city of Burgos (Spain), in September 2020. Soft computing represents a collection or set of computational techniques in machine learning, computer science and some engineering disciplines, which investigate, simulate, and analyze very complex issues and phenomena. After a through peer-review process, the SOCO 2020 International Program Committee selected 83 papers which are published in these conference proceedings and represents an acceptance rate of 35%. Due to the COVID-19 outbreak, the SOCO 2020 edition was blended, combining on-site and on-line participation. In this relevant edition a special emphasis was put on the organization of special sessions. Eleven special session were organized related to relevant topics such as: Soft Computing Applications in Precision Agriculture, Manufacturing and Management Systems, Management of Industrial and Environmental Enterprises, Logistics and Transportation Systems, Robotics and Autonomous Vehicles, Computer Vision, Laser-Based Sensing and Measurement and other topics such as Forecasting Industrial Time Series, IoT, Big Data and Cyber Physical Systems, Non-linear Dynamical Systems and Fluid Dynamics, Modeling and Control systems The selection of papers was extremely rigorous in order to maintain the high quality of SOCO

conference editions and we would like to thank the members of the Program Committees for their hard work in the reviewing process. This is a crucial process to the creation of a high standard conference and the SOCO conference would not exist without their help.

Numerical Computing with Python Pratap Dangeti 2018-12-21 Understand, explore, and effectively present data using the powerful data visualization techniques of Python Key FeaturesUse the power of Pandas and Matplotlib to easily solve data mining issuesUnderstand the basics of statistics to build powerful predictive data modelsGrasp data mining concepts with helpful use-cases and examplesBook Description Data mining, or parsing the data to extract useful insights, is a niche skill that can transform your career as a data scientist Python is a flexible programming language that is equipped with a strong suite of libraries and toolkits, and gives you the perfect platform to sift through your data and mine the insights you seek. This Learning Path is designed to familiarize you with the Python libraries and the underlying statistics that you need to get comfortable with data mining. You will learn how to use Pandas, Python's popular library to analyze different kinds of data, and leverage the power of Matplotlib to generate appealing and impressive visualizations for the insights you have derived. You will also explore different machine learning techniques and statistics that enable

you to build powerful predictive models. By the end of this Learning Path, you will have the perfect foundation to take your data mining skills to the next level and set yourself on the path to become a sought-after data science professional. This Learning Path includes content from the following Packt products: Statistics for Machine Learning by Pratap DangetiMatplotlib 2.x By Example by Allen Yu, Claire Chung, Aldrin YimPandas Cookbook by Theodore PetrouWhat you will learnUnderstand the statistical fundamentals to build data modelsSplit data into independent groups Apply aggregations and transformations to each groupCreate impressive data visualizationsPrepare your data and design models Clean up data to ease data analysis and visualizationCreate insightful visualizations with Matplotlib and SeabornCustomize the model to suit your own predictive goalsWho this book is for If you want to learn how to use the many libraries of Python to extract impactful information from your data and present it as engaging visuals, then this is the ideal Learning Path for you. Some basic knowledge of Python is enough to get started with this Learning Path. Learning Data Mining with Python Robert Layton 2017-04-27 Harness the power of Python to develop data mining applications, analyze data, delve into machine learning, explore object detection using Deep Neural Networks, and create insightful predictive models. About This Book Use a wide variety of

Python libraries for practical data mining purposes. Learn how to find, manipulate, analyze, and visualize data using Python. Step-by-step instructions on data mining techniques with Python that have real-world applications. Who This Book Is For If you are a Python programmer who wants to get started with data mining, then this book is for you. If you are a data analyst who wants to leverage the power of Python to perform data mining efficiently, this book will also help you. No previous experience with data mining is expected. What You Will Learn Apply data mining concepts to real-world problems Predict the outcome of sports matches based on past results Determine the author of a document based on their writing style Use APIs to download datasets from social media and other online services Find and extract good features from difficult datasets Create models that solve real-world problems Design and develop data mining applications using a variety of datasets Perform object detection in images using Deep Neural Networks Find meaningful insights from your data through intuitive visualizations Compute on big data, including real-time data from the internet In Detail This book teaches you to design and develop data mining applications using a variety of datasets, starting with basic classification and affinity analysis. This book covers a large number of libraries available in Python, including the Jupyter Notebook, pandas, scikit-learn, and NLTK. You will gain hands on experience with complex

data types including text, images, and graphs. You will also discover object detection using Deep Neural Networks, which is one of the big, difficult areas of machine learning right now. With restructured examples and code samples updated for the latest edition of Python, each chapter of this book introduces you to new algorithms and techniques. By the end of the book, you will have great insights into using Python for data mining and understanding of the algorithms as well as implementations. Style and approach This book will be your comprehensive guide to learning the various data mining techniques and implementing them in Python. A variety of real-world datasets is used to explain data mining techniques in a very crisp and easy to understand manner. Applying Predictive Analytics Within the Service Sector Sahu, Rajendra 2017-02-07 Value creation is a prime concern for any contemporary business. This can be accomplished through the incorporation of various techniques and processes, such as the integration of analytics to improve business functions. Applying Predictive Analytics Within the Service Sector is a pivotal reference source for the latest innovative perspectives on the incorporation of analysis techniques to enhance business performance. Examining a wide range of relevant topics, such as alternative clustering, recommender systems, and social media tools, this book is ideally designed for researchers, academics, students,

professionals, and practitioners seeking scholarly material on business improvement in the service industry. **Data Mining for Business Analytics** Galit Shmueli 2019-11-05 Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python presents an applied approach to data mining concepts and methods, using Python software for illustration Readers will learn how to implement a variety of popular data mining algorithms in Python (a free and open-source software) to tackle business problems and opportunities. This is the sixth version of this successful text, and the first using Python. It covers both statistical and machine learning algorithms for prediction, classification, visualization, dimension reduction, recommender systems, clustering, text mining and network analysis. It also includes: A new co-author, Peter Gedeck, who brings both experience teaching business analytics courses using Python, and expertise in the application of machine learning methods to the drug-discovery process A new section on ethical issues in data mining Updates and new material based on feedback from instructors teaching MBA, undergraduate, diploma and executive courses, and from their students More than a dozen case studies demonstrating applications for the data mining techniques described End-of-chapter exercises that help readers gauge and expand their comprehension and competency of the material presented A companion website with

more than two dozen data sets, and instructor materials including exercise solutions, PowerPoint slides, and case solutions Data Mining for Business Analytics: Concepts, Techniques, and Applications in Python is an ideal textbook for graduate and upper-undergraduate level courses in data mining, predictive analytics, and business analytics. This new edition is also an excellent reference for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology. "This book has by far the most comprehensive review of business analytics methods that I have ever seen, covering everything from classical approaches such as linear and logistic regression, through to modern methods like neural networks, bagging and boosting, and even much more business specific procedures such as social network analysis and text mining. If not the bible, it is at the least a definitive manual on the subject." —Gareth M. James, University of Southern California and co-author (with Witten, Hastie and Tibshirani) of the best-selling book An Introduction to Statistical Learning, with Applications in R **Cognitive Analytics: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources 2020-03-06 Due to the growing use of web applications and communication devices, the use of data has increased throughout various industries,

including business and healthcare. It is necessary to develop specific software programs that can analyze and interpret large amounts of data quickly in order to ensure adequate usage and predictive results. Cognitive Analytics: Concepts, Methodologies, Tools, and Applications provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques. It also examines the incorporation of pattern management as well as decision-making and prediction processes through the use of data management and analysis. Highlighting a range of topics such as natural language processing, big data, and pattern recognition, this multi-volume book is ideally designed for information technology professionals, software developers, data analysts, graduate-level students, researchers, computer engineers, software engineers, IT specialists, and academicians.

Enterprise Big Data Engineering, Analytics, and Management Atzmueller, Martin 2016-06-01 The significance of big data can be observed in any decision-making process as it is often used for forecasting and predictive analytics. Additionally, big data can be used to build a holistic view of an enterprise through a collection and analysis of large data sets retrospectively. As the data deluge deepens, new methods for analyzing, comprehending, and making use of big data become necessary. Enterprise Big Data Engineering, Analytics, and Management presents

novel methodologies and practical approaches to engineering, managing, and analyzing large-scale data sets with a focus on enterprise applications and implementation. Featuring essential big data concepts including data mining, artificial intelligence, and information extraction, this publication provides a platform for retargeting the current research available in the field. Data analysts, IT professionals, researchers, and graduate-level students will find the timely research presented in this publication essential to furthering their knowledge in the field.
Commercial Data Mining David Nettleton 2014-01-29 Whether you are brand new to data mining or working on your tenth predictive analytics project, Commercial Data Mining will be there for you as an accessible reference outlining the entire process and related themes. In this book, you'll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets. Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources, and selection to analysis and predictive modeling. Commercial Data Mining includes case studies and practical examples from Nettleton's more than 20 years of commercial experience. Real-world cases covering customer loyalty, cross-selling, and audience prediction in industries including

insurance, banking, and media illustrate the concepts and techniques explained throughout the book. Illustrates cost-benefit evaluation of potential projects Includes vendor-agnostic advice on what to look for in off-the-shelf solutions as well as tips on building your own data mining tools Approachable reference can be read from cover to cover by readers of all experience levels Includes practical examples and case studies as well as actionable business insights from author's own experience *Handbook of Statistical Analysis and Data Mining Applications* Robert Nisbet 2017-11-09 Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and

beneficial to practitioners across several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications Data Mining and Predictive Analytics Daniel T. Larose 2015-03-16 Learn methods of data analysis and their application to real-world data sets. Offers comprehensive coverage of association rules, clustering, neural networks, logistic regression, multivariate analysis, and R statistical programming language Features over 750 chapter exercises, allowing readers to assess their understanding of the new material Provides a detailed case study that brings together the lessons learned in the book Includes access to the companion website, www.dataminingconsultant , with exclusive password-protected instructor content *Business Analytics Using R - A Practical Approach* Umesh R Hodeghatta 2016-12-27 Learn the fundamental aspects of the business statistics, data mining, and machine learning techniques

required to understand the huge amount of data generated by your organization. This book explains practical business analytics through examples, covers the steps involved in using it correctly, and shows you the context in which a particular technique does not make sense. Further, Practical Business Analytics using R helps you understand specific issues faced by organizations and how the solutions to these issues can be facilitated by business analytics. This book will discuss and explore the following through examples and case studies: An introduction to R: data management and R functions The architecture, framework, and life cycle of a business analytics project Descriptive analytics using R: descriptive statistics and data cleaning Data mining: classification, association rules, and clustering Predictive analytics: simple regression, multiple regression, and logistic regression This book includes case studies on important business analytic techniques, such as classification, association, clustering, and regression. The R language is the statistical tool used to demonstrate the concepts throughout the book. What You Will Learn • Write R programs to handle data • Build analytical models and draw useful inferences from them • Discover the basic concepts of data mining and machine learning • Carry out predictive modeling • Define a business issue as an analytical problem Who This Book Is For Beginners who want to understand and learn the fundamentals of

analytics using R. Students, managers, executives, strategy and planning professionals, software professionals, and BI/DW professionals. **IBM SPSS Modeler Essentials** Keith McCormick 2017-12-26 Get to grips with the fundamentals of data mining and predictive analytics with IBM SPSS Modeler About This Book Get up–and-running with IBM SPSS Modeler without going into too much depth. Identify interesting relationships within your data and build effective data mining and predictive analytics solutions A quick, easy–to-follow guide to give you a fundamental understanding of SPSS Modeler, written by the best in the business Who This Book Is For This book is ideal for those who are new to SPSS Modeler and want to start using it as quickly as possible, without going into too much detail. An understanding of basic data mining concepts will be helpful, to get the best out of the book. What You Will Learn Understand the basics of data mining and familiarize yourself with Modeler's visual programming interface Import data into Modeler and learn how to properly declare metadata Obtain summary statistics and audit the quality of your data Prepare data for modeling by selecting and sorting cases, identifying and removing duplicates, combining data files, and modifying and creating fields Assess simple relationships using various statistical and graphing techniques Get an overview of the different types of models available in Modeler Build a decision

tree model and assess its results Score new data and export predictions In Detail IBM SPSS Modeler allows users to quickly and efficiently use predictive analytics and gain insights from your data. With almost 25 years of history, Modeler is the most established and comprehensive Data Mining workbench available. Since it is popular in corporate settings, widely available in university settings, and highly compatible with all the latest technologies, it is the perfect way to start your Data Science and Machine Learning journey. This book takes a detailed, step-by-step approach to introducing data mining using the de facto standard process, CRISP-DM, and Modeler's easy to learn "visual programming" style. You will learn how to read data into Modeler, assess data quality, prepare your data for modeling, find interesting patterns and relationships within your data, and export your predictions. Using a single case study throughout, this intentionally short and focused book sticks to the essentials. The authors have drawn upon their decades of teaching thousands of new users, to choose those aspects of Modeler that you should learn first, so that you get off to a good start using proven best practices. This book provides an overview of various popular data modeling techniques and presents a detailed case study of how to use CHAID, a decision tree model. Assessing a model's performance is as important as building it; this book will also show you how to do that.

Finally, you will see how you can score new data and export your predictions. By the end of this book, you will have a firm understanding of the basics of data mining and how to effectively use Modeler to build predictive models. Style and approach This book empowers users to build practical & accurate predictive models quickly and intuitively. With the support of the advanced analytics users can discover hidden patterns and trends.This will help users to understand the factors that influence them, enabling you to take advantage of business opportunities and mitigate risks. *Getting Started with Business Analytics* David Roi Hardoon 2013-03-26 Assuming no prior knowledge or technical skills, Getting Started with Business Analytics: Insightful Decision-Making explores the contents, capabilities, and applications of business analytics. It bridges the worlds of business and statistics and describes business analytics from a non-commercial standpoint. The authors demystify the main concepts and terminologies and give many examples of real-world applications. The first part of the book introduces business data and recent technologies that have promoted fact-based decision-making. The authors look at how business intelligence differs from business analytics. They also discuss the main components of a business analytics application and the various requirements for integrating business with analytics. The second part presents the technologies underlying business analytics: data

mining and data analytics. The book helps you understand the key concepts and ideas behind data mining and shows how data mining has expanded into data analytics when considering new types of data such as network and text data. The third part explores business analytics in depth, covering customer, social, and operational analytics. Each chapter in this part incorporates hands-on projects based on publicly available data. Helping you make sound decisions based on hard data, this self-contained guide provides an integrated framework for data mining in business analytics. It takes you on a journey through this data-rich world, showing you how to deploy business analytics solutions in your organization.
R Data Mining Blueprints
Pradeepta Mishra 2016-07-29
Python: Real-World Data Science Dusty Phillips 2016-06-10 Unleash the power of Python and its robust data science capabilities About This Book Unleash the power of Python 3 objects Learn to use powerful Python libraries for effective data processing and analysis Harness the power of Python to analyze data and create insightful predictive models Unlock deeper insights into machine learning with this vital guide to cutting-edge predictive analytics Who This Book Is For Entry-level analysts who want to enter in the data science world will find this course very useful to get themselves acquainted with Python's data science capabilities for doing real-world data analysis. What You Will

Learn Install and setup Python Implement objects in Python by creating classes and defining methods Get acquainted with NumPy to use it with arrays and array-oriented computing in data analysis Create effective visualizations for presenting your data using Matplotlib Process and analyze data using the time series capabilities of pandas Interact with different kind of database systems, such as file, disk format, Mongo, and Redis Apply data mining concepts to real-world problems Compute on big data, including real-time data from the Internet Explore how to use different machine learning models to ask different questions of your data In Detail The Python: Real-World Data Science course will take you on a journey to become an efficient data science practitioner by thoroughly understanding the key concepts of Python. This learning path is divided into four modules and each module are a mini course in their own right, and as you complete each one, you'll have gained key skills and be ready for the material in the next module. The course begins with getting your Python fundamentals nailed down. After getting familiar with Python core concepts, it's time that you dive into the field of data science. In the second module, you'll learn how to perform data analysis using Python in a practical and example-driven way. The third module will teach you how to design and develop data mining applications using a variety of datasets, starting with basic classification and affinity analysis to more complex data types

including text, images, and graphs. Machine learning and predictive analytics have become the most important approaches to uncover data gold mines. In the final module, we'll discuss the necessary details regarding machine learning concepts, offering intuitive yet informative explanations on how machine learning algorithms work, how to use them, and most importantly, how to avoid the common pitfalls. Style and approach This course includes all the resources that will help you jump into the data science field with Python and learn how to make sense of data. The aim is to create a smooth learning path that will teach you how to get started with powerful Python libraries and perform various data science techniques in depth. *Learning Data Mining with Python* Robert Layton 2017-04-27 Harness the power of Python to develop data mining applications, analyze data, delve into machine learning, explore object detection using Deep Neural Networks, and create insightful predictive models.About This Book* Use a wide variety of Python libraries for practical data mining purposes.* Learn how to find, manipulate, analyze, and visualize data using Python.* Step-by-step instructions on data mining techniques with Python that have real-world applications.Who This Book Is ForIf you are a Python programmer who wants to get started with data mining, then this book is for you. If you are a data analyst who wants to leverage the power of Python to

perform data mining efficiently, this book will also help you. No previous experience with data mining is expected.What You Will Learn* Apply data mining concepts to real-world problems* Predict the outcome of sports matches based on past results* Determine the author of a document based on their writing style* Use APIs to download datasets from social media and other online services* Find and extract good features from difficult datasets* Create models that solve real-world problems* Design and develop data mining applications using a variety of datasets* Perform object detection in images using Deep Neural Networks* Find meaningful insights from your data through intuitive visualizations* Compute on big data, including real-time data from the internetIn DetailThis book teaches you to design and develop data mining applications using a variety of datasets, starting with basic classification and affinity analysis. This book covers a large number of libraries available in Python, including the Jupyter Notebook, pandas, scikit-learn, and NLTK.You will gain hands on experience with complex data types including text, images, and graphs. You will also discover object detection using Deep Neural Networks, which is one of the big, difficult areas of machine learning right now.With restructured examples and code samples updated for the latest edition of Python, each chapter of this book introduces you to new algorithms and techniques. By the end

of the book, you will have great insights into using Python for data mining and understanding of the algorithms as well as implementations.Style and approachThis book will be your comprehensive guide to learning the various data mining techniques and implementing them in Python. A variety of real-world datasets is used to explain data mining techniques in a very crisp and easy to understand manner. **Data Driven Decision Making using Analytics** Parul Gandhi 2021-12-21 This book aims to explain Data Analytics towards decision making in terms of models and algorithms, theoretical concepts, applications, experiments in relevant domains or focused on specific issues. It explores the concepts of database technology, machine learning, knowledge-based system, high performance computing, information retrieval, finding patterns hidden in large datasets and data visualization. Also, it presents various paradigms including pattern mining, clustering, classification, and data analysis. Overall aim is to provide technical solutions in the field of data analytics and data mining. Features: Covers descriptive statistics with respect to predictive analytics and business analytics. Discusses different data analytics platforms for real-time applications. Explain SMART business models. Includes algorithms in data sciences alongwith automated methods and models. Explores varied challenges encountered by researchers and businesses in the realm of real-time analytics.

This book aims at researchers and graduate students in data analytics, data sciences, data mining, and signal processing. **Predictive Analytics Using Statistics and Big Data: Concepts and Modeling** Krishna Kumar Mohbey 2020-12-09 This book presents a selection of the latest and representative developments in predictive analytics using big data technologies. It focuses on some critical aspects of big data and machine learning and provides studies for readers. The chapters address a comprehensive range of advanced data technologies used for statistical modeling towards predictive analytics. Topics included in this book include: - Categorized machine learning algorithms - Player monopoly in cricket teams. - Chain type estimators - Log type estimators - Bivariate survival data using shared inverse Gaussian frailty models - Weblog analysis - COVID-19 epidemiology This reference book will be of significant benefit to the predictive analytics community as a useful guide of the latest research in this emerging field. **Data Mining For Dummies** Meta S. Brown 2014-09-04 Delve into your data for the key to success Data mining is quickly becoming integral to creating value andbusiness momentum. The ability to detect unseen patterns hidden inthe numbers exhaustively generated by day-to-day operations allowssavvy decision-makers to exploit every tool at their disposal inthe pursuit of better business. By creating models and

testingwhether patterns hold up, it is possible to discover newintelligence that could change your business's entire paradigm fora more successful outcome. Data Mining for Dummies shows you why it doesn't take adata scientist to gain this advantage, and empowers averagebusiness people to start shaping a process relevant to theirbusiness's needs. In this book, you'll learn the hows and whys ofmining to the depths of your data, and how to make the case forheavier investment into data mining capabilities. The book explainsthe details of the knowledge discovery process including: Model creation, validity testing, and interpretation Effective communication of findings Available tools, both paid and open-source Data selection, transformation, and evaluation Data Mining for Dummies takes you step-by-step through areal-world data-mining project using open-source tools that allowyou to get immediate hands-on experience working with large amountsof data. You'll gain the confidence you need to start making datamining practices a routine part of your successful business. Ifyou're serious about doing everything you can to push your companyto the top, Data Mining for Dummies is your ticket toeffective data mining. **R: Mining spatial, text, web, and social media data** Bater Makhabel 2017-06-19 Create data mining algorithms About This Book Develop a strong strategy to solve predictive modeling problems using the most popular data mining

algorithms Real-world case studies will take you from novice to intermediate to apply data mining techniques Deploy cutting-edge sentiment analysis techniques to real-world social media data using R Who This Book Is For This Learning Path is for R developers who are looking to making a career in data analysis or data mining. Those who come across data mining problems of different complexities from web, text, numerical, political, and social media domains will find all information in this single learning path. What You Will Learn Discover how to manipulate data in R Get to know top classification algorithms written in R Explore solutions written in R based on R Hadoop projects Apply data management skills in handling large data sets Acquire knowledge about neural network concepts and their applications in data mining Create predictive models for classification, prediction, and recommendation Use various libraries on R CRAN for data mining Discover more about data potential, the pitfalls, and inferencial gotchas Gain an insight into the concepts of supervised and unsupervised learning Delve into exploratory data analysis Understand the minute details of sentiment analysis In Detail Data mining is the first step to understanding data and making sense of heaps of data. Properly mined data forms the basis of all data analysis and computing performed on it. This learning path will take you from the very basics of data

mining to advanced data mining techniques, and will end up with a specialized branch of data mining—social media mining. You will learn how to manipulate data with R using code snippets and how to mine frequent patterns, association, and correlation while working with R programs. You will discover how to write code for various predication models, stream data, and time-series data. You will also be introduced to solutions written in R based on R Hadoop projects. Now that you are comfortable with data mining with R, you will move on to implementing your knowledge with the help of end-to-end data mining projects. You will learn how to apply different mining concepts to various statistical and data applications in a wide range of fields. At this stage, you will be able to complete complex data mining cases and handle any issues you might encounter during projects. After this, you will gain hands-on experience of generating insights from social media data. You will get detailed instructions on how to obtain, process, and analyze a variety of socially-generated data while providing a theoretical background to accurately interpret your findings. You will be shown R code and examples of data that can be used as a springboard as you get the chance to undertake your own analyses of business, social, or political data. This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt

products: Learning Data Mining with R by Bater Makhabel R Data Mining Blueprints by Pradeepta Mishra Social Media Mining with R by Nathan Danneman and Richard Heimann Style and approach A complete package with which will take you from the basics of data mining to advanced data mining techniques, and will end up with a specialized branch of data mining—social media mining.

Predictive Analytics Using Oracle Data Miner Brendan Tierney 2014-08-08 Build Next-Generation In-Database Predictive Analytics Applications with Oracle Data Miner "If you have an Oracle Database and want to leverage that data to discover new insights, make predictions, and generate actionable insights, this book is a must read for you! In Predictive Analytics Using Oracle Data Miner: Develop & Use Oracle Data Mining Models in Oracle Data Miner, SQL & PL/SQL, Brendan Tierney, Oracle ACE Director and data mining expert, guides you through the basic concepts of data mining and offers step-by-step instructions for solving data-driven problems using SQL Developer's Oracle Data Mining extension. Brendan takes it full circle by showing you how to deploy advanced analytical methodologies and predictive models immediately into enterprise-wide production environments using the in-database SQL and PL/SQL functionality. Definitely a must read for any Oracle data professional!" --Charlie Berger, Senior Director Product Management, Oracle Data Mining and Advanced Analytics

Perform in-database data mining to unlock hidden insights in data. Written by an Oracle ACE Director, Predictive Analytics Using Oracle Data Miner shows you how to use this powerful tool to create and deploy advanced data mining models. Covering topics for the data scientist, Oracle developer, and Oracle database administrator, this Oracle Press guide shows you how to get started with Oracle Data Miner and build Oracle Data Miner models using SQL and PL/SQL packages. You'll get best practices for integrating your Oracle Data Miner models into applications to automate the discovery and distribution of business intelligence predictions throughout the enterprise. Install and configure Oracle Data Miner for Oracle Database 11g Release 11.2 and Oracle Database 12c Create Oracle Data Miner projects and workflows Prepare data for data mining Develop data mining models using association rule analysis, classification, clustering, regression, and anomaly detection Use data dictionary views and prepare your data using in-database transformations Build and use data mining models using SQL and PL/SQL packages Migrate your Oracle Data Miner models, integrate them into dashboards and applications, and run them in parallel Build transient data mining models with the Predictive Queries feature in Oracle Database 12c
Data Mining: Know It All Soumen Chakrabarti 2008-10-31 This book brings all of the elements of data mining together in a single

volume, saving the reader the time and expense of making multiple purchases. It consolidates both introductory and advanced topics, thereby covering the gamut of data mining and machine learning tactics ? from data integration and pre-processing, to fundamental algorithms, to optimization techniques and web mining methodology. The proposed book expertly combines the finest data mining material from the Morgan Kaufmann portfolio. Individual chapters are derived from a select group of MK books authored by the best and brightest in the field. These chapters are combined into one comprehensive volume in a way that allows it to be used as a reference work for those interested in new and developing aspects of data mining. This book represents a quick and efficient way to unite valuable content from leading data mining experts, thereby creating a definitive, one-stop-shopping opportunity for customers to receive the information they would otherwise need to round up from separate sources. Chapters contributed by various recognized experts in the field let the reader remain up to date and fully informed from multiple viewpoints. Presents multiple methods of analysis and algorithmic problem-solving techniques, enhancing the reader's technical expertise and ability to implement practical solutions. Coverage of both theory and practice brings all of the elements of data mining together in a single volume, saving the reader the time and expense of making

multiple purchases. *Applied Big Data Analytics in Operations Management* Kumar, Manish 2016-09-30 Operations management is a tool by which companies can effectively meet customers' needs using the least amount of resources necessary. With the emergence of sensors and smart metering, big data is becoming an intrinsic part of modern operations management. Applied Big Data Analytics in Operations Management enumerates the challenges and creative solutions and tools to apply when using big data in operations management. Outlining revolutionary concepts and applications that help businesses predict customer behavior along with applications of artificial neural networks, predictive analytics, and opinion mining on business management, this comprehensive publication is ideal for IT professionals, software engineers, business professionals, managers, and students of management.