# Data Mining for Business Intelligence

CONCEPTS, TECHNIQUES, AND APPLICATIONS IN MICROSOFT OFFICE EXCEL WITH XLMINER

Galit Shmueli Nitin R. Patel Peter C. Bruce

neludes Complimentary

Galit Shmueli, Nitin R. Patel, Peter C. Bruce, Glenn J. Myatt

Data Mining for Business Intelligence Galit Shmueli, Peter C. Bruce, Inbal Yahav, 2011-09-28 Praise for the First 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 computing reviews com Incorporating a new focus on data visualization and time series forecasting Data Mining for Business Intelligence Second Edition continues to supply insightful detailed guidance on fundamental data mining techniques This new edition guides readers through the use of the Microsoft Office Excel add in XLMiner for developing predictive models and techniques for describing and finding patterns in data From clustering customers into market segments and finding the characteristics of frequent flyers to learning what items are purchased with other items the authors use interesting real world examples to build a theoretical and practical understanding of key data mining methods including classification prediction and affinity analysis as well as data reduction exploration and visualization The Second Edition now features Three new chapters on time series forecasting introducing popular business forecasting methods including moving average exponential smoothing methods regression based models and topics such as explanatory vs predictive modeling two level models and ensembles A revised chapter on data visualization that now features interactive visualization principles and added assignments that demonstrate interactive visualization in practice Separate chapters that each treat k nearest neighbors and Na ve Bayes methods Summaries at the start of each chapter that supply an outline of key topics The book includes access to XLMiner allowing readers to work hands on with the provided data Throughout the book applications of the discussed topics focus on the business problem as motivation and avoid unnecessary statistical theory Each chapter concludes with exercises that allow readers to assess their comprehension of the presented material The final chapter includes a set of cases that require use of the different data mining techniques and a related Web site features data sets exercise solutions PowerPoint slides and case solutions Data Mining for Business Intelligence Second Edition is an excellent book for courses on data mining forecasting and decision support systems at the upper undergraduate and graduate levels It is also a one of a kind resource for analysts researchers and practitioners working with quantitative methods in the fields of business finance marketing computer science and information technology Data Mining for Business Intelligence Galit Shmueli, Nitin R. Patel, Peter C. Bruce, 2006-12-11 Learn how to develop models for classification prediction and customer segmentation with the help of Data Mining for Business Intelligence In today s world businesses are becoming more capable of accessing their ideal consumers and an understanding of data mining contributes to this success Data Mining for Business Intelligence which was developed from a course taught at the Massachusetts Institute of Technology s Sloan School of Management and the University of Maryland s Smith School of Business uses real data and

actual cases to illustrate the applicability of data mining intelligence to the development of successful business models Featuring 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 data mining techniques are presented with hands on business oriented applications An abundant amount of exercises and examples are provided to motivate learning and understanding Data Mining for Business Intelligence Provides both a theoretical and practical understanding of the key methods of classification prediction reduction exploration and affinity analysis Features a business decision making context for these key methods Illustrates the application and interpretation of these methods using real business cases and data This book helps readers understand the beneficial relationship that can be established between data mining and smart business practices and is an excellent learning tool for creating valuable strategies and making wiser business decisions Data Mining for Business Analytics Galit Shmueli, Peter C. Bruce, Nitin R. Patel, 2016-04-18 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 dataminingbook 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

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Visualization reviews principles and methods for understanding and communicating data through the use of visualization including single variables the relationship between two or more variables groupings in data and dynamic approaches to interacting with data through graphical user interfaces Clustering outlines common approaches to clustering data sets and provides detailed explanations of methods for determining the distance between observations and procedures for clustering observations Agglomerative hierarchical clustering partitioned based clustering and fuzzy clustering are also discussed Predictive Analytics presents a discussion on how to build and assess models along with a series of predictive analytics that can be used in a variety of situations including principal component analysis multiple linear regression discriminate analysis logistic regression and Na ve Bayes Applications demonstrates the current uses of data mining across a wide range of industries and features case studies that illustrate the related applications in real world scenarios Each method is discussed within the context of a data mining process including defining the problem and deploying the results and readers are provided with guidance on when and how each method should be used The related Web site for the series www makingsenseofdata com provides a hands on data analysis and data mining experience Readers wishing to gain more practical experience will benefit from the tutorial section of the book in conjunction with the TraceisTM software which is freely available online With its comprehensive collection of advanced data mining methods coupled with tutorials for applications in a range of fields Making Sense of Data II is an indispensable book for courses on data analysis and data mining at the upper undergraduate and graduate levels It also serves as a valuable reference for researchers and professionals who are interested in learning how to accomplish effective decision making from data and understanding if data analysis and data mining methods could help their organization Airline Efficiency John D. Bitzan, James Peoples, Wesley W. Wilson, 2016-06-10 An efficient air transport system is critical to countries attaining and sustaining healthy economies in an increasingly interconnected world economy This volume 5 of Advances in Airline Economics includes literature surveys and original empirical research examining airline efficiency in the twenty first century Data Mining for Business Intelligence Galit Shmueli, Nitin R. Patel, Peter C. Bruce, Glenn J. Myatt, 2008-03-14 This set contains 9780470084854 Data Mining for Business Intelligence Concepts Techniques and Applications in Microsoft Office Excel R with XL Miner TM by Galit Shmueli Nitin R Patel Peter C Bruce and 9780470074718 Making Sense of Data by Glenn J Myatt

Applying Predictive Analytics Within the Service Sector Sahu, Rajendra, Dash, Manoj, Kumar, Anil, 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

Richard Fox,2013-02-08 Information Technology An Introduction for Today s Digital World introduces undergraduate
students to a wide variety of concepts they will encounter throughout their IT studies and careers The book covers computer
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regular expressions binary numbers the Bash shell in Linux DOS managing processes and services and computer security It
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programming and computer networks Ancillary Resources The book includes laboratory exercises and some of the figures
from the text online PowerPoint lecture slides answers to exercises and a test bank are also available for instructors

Current Approaches in Applied Artificial Intelligence Moonis Ali, Young Sig Kwon, Chang-Hwan Lee, Juntae Kim, Yongdai Kim, 2015-04-30 This book constitutes the refereed conference proceedings of the 28th International Conference on Industrial Engineering and Other Applications of Applied Intelligent Systems IEA AIE 2015 held in Seoul South Korea in June 2015 The 73 revised full papers presented were carefully reviewed and selected from 105 submissions. The papers cover a wide range of topics in applied artificial intelligence including reasoning robotics cognitive modeling machine learning pattern recognition optimization text mining social network analysis and evolutionary algorithms. They are organized in the following topical sections theoretical AI knowledge based systems optimization Web and social networks machine learning classification unsupervised learning vision image and text processing and intelligent systems applications Cultural and Technological Influences on Global Business Christiansen, Bryan, Turkina, Ekaterina, Williams, Nigel, 2013-04-30 Technology is a key driver behind the effects of contemporary globalization on business and other organizations worldwide Understanding this phenomena in connection with the impact of cultural variations can help improve business and product life cycles in an era in which corporate capital and liquidity buffers must be increased for unexpected developments in global markets Cultural and Technological Influences on Global Business is a leading publication in its field emphasizing the importance of deeply exploring the effects of cultures and technologies on the global business sector This reference source is beneficial for professionals researchers and practitioners who wish to broaden their understanding of the direct relationship between culture and technology in the international business realm **Getting Started with Business Analytics** David Roi Hardoon, Galit Shmueli, 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 *Analytics* Rajesh Bordawekar, Bob Blainey, Ruchir Puri, 2022-05-31 This book aims to achieve the following goals 1 to provide a high level survey of key analytics models and algorithms without going into mathematical details 2 to analyze the usage patterns of these models and 3 to discuss opportunities for accelerating analytics workloads using software hardware and system approaches The book first describes 14 key analytics models exemplars that span data mining machine learning and data management domains For each analytics exemplar we summarize its computational and runtime patterns and apply the information to evaluate parallelization and acceleration alternatives for that exemplar Using case studies from important application domains such as deep learning text analytics and business intelligence BI we demonstrate how various software and hardware acceleration strategies are implemented in practice This book is intended for both experienced professionals and students who are interested in understanding core algorithms behind analytics workloads It is designed to serve as a guide for addressing various open problems in accelerating analytics workloads e g new architectural features for supporting analytics workloads impact on programming models and runtime systems and designing analytics systems The Routledge International Handbook of Forensic Intelligence and Criminology Quentin Rossy, David Décary-Hétu, Olivier Delémont, Massimiliano Mulone, 2017-12-06 Despite a shared focus on crime and its extended family forensic scientists and criminologists tend to work in isolation rather than sharing the data methods and knowledge that will broaden the understanding of the criminal phenomenon and its related subjects Bringing together perspectives from international experts this book explores the intersection between criminology and forensic science and considers how knowledge from both fields can contribute to a better understanding of crime and offer new directions in theory and methodology This handbook is divided into three parts Part I explores the epistemological and historical components of

criminology and forensic science focusing on their scientific and social origins Part II considers how collaboration between these disciplines can bring about a better understanding of the organizations and institutions that react to crime including the court intelligence prevention crime scene investigation and policing Part III discusses the phenomena and actors that produce crime including a reflection on the methodological issues challenges and rewards regarding the sharing of these two disciplines The objective of this handbook is to stimulate a new interdisciplinary take on the study of crime to show how both forensic and criminological theories and knowledge can be combined to analyse crime problems and to open new methodological perspectives It will be essential reading for students and researchers engaged with forensic science criminology criminal behaviour criminal investigation crime analysis and criminal justice **Database Systems for** Advanced Applications Bonghee Hong, Xiaofeng Meng, Lei Chen, Werner Winiwarter, Wei Song, 2013-08-17 This book constitutes the workshop proceedings of the 18th International Conference on Database Systems for Advanced Applications DASFAA 2013 held in Wuhan China in April 2013 The volume contains three workshops each focusing on specific area that contributes to the main themes of the DASFAA conference The First International Workshop on Big Data Management and Analytics BDMA 2013 the Third International Workshop on Social Networks and Social Web SNSM 2013 and the International Workshop on Semantic Computing and Personalization SeCoP 2013 **Fundamentals of Business** Intelligence Wilfried Grossmann, Stefanie Rinderle-Ma, 2015-06-02 This book presents a comprehensive and systematic introduction to transforming process oriented data into information about the underlying business process which is essential for all kinds of decision making To that end the authors develop step by step models and analytical tools for obtaining high quality data structured in such a way that complex analytical tools can be applied. The main emphasis is on process mining and data mining techniques and the combination of these methods for process oriented data After a general introduction to the business intelligence BI process and its constituent tasks in chapter 1 chapter 2 discusses different approaches to modeling in BI applications Chapter 3 is an overview and provides details of data provisioning including a section on big data Chapter 4 tackles data description visualization and reporting Chapter 5 introduces data mining techniques for cross sectional data Different techniques for the analysis of temporal data are then detailed in Chapter 6 Subsequently chapter 7 explains techniques for the analysis of process data followed by the introduction of analysis techniques for multiple BI perspectives in chapter 8 The book closes with a summary and discussion in chapter 9 Throughout the book mostly open source tools are recommended described and applied a more detailed survey on tools can be found in the appendix and a detailed code for the solutions together with instructions on how to install the software used can be found on the accompanying website Also all concepts presented are illustrated and selected examples and exercises are provided The book is suitable for graduate students in computer science and the dedicated website with examples and solutions makes the book ideal as a textbook for a first course in business intelligence in computer science or business information systems

Additionally practitioners and industrial developers who are interested in the concepts behind business intelligence will benefit from the clear explanations and many examples

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