1.

Record Nr.	UNINA9910143682503321
Autore	Myatt Glenn J. <1969->
Titolo	Making sense of data [[electronic resource]] : a practical guide to exploratory data analysis and data mining / / Glenn J. Myatt
Pubbl/distr/stampa	Hoboken, N.J., : Wiley-Interscience, c2007
ISBN	1-280-72178-2
	9786610721788
	0-470-10102-4
	0-470-10101-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (294 p.)
Disciplina	006.312
Soggetti	Data mining
	Mathematical statistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 273-274) and index.
Nota di contenuto	Making Sense of Data; Contents; Preface; 1. Introduction; 1.1 Overview; 1.2 Problem definition; 1.3 Data preparation; 1.4 Implementation of the analysis; 1.5 Deployment of the results; 1.6 Book outline; 1.7 Summary; 1.8 Further reading; 2. Definition; 2.1 Overview; 2.2 Objectives; 2.3 Deliverables; 2.4 Roles and responsibilities; 2.5 Project plan; 2.6 Case study; 2.6.1 Overview; 2.6.2 Problem; 2.6.3 Deliverables; 2.6.4 Roles and responsibilities; 2.6.5 Current situation; 2.6.6 Timetable and budget; 2.6.7 Cost/benefit analysis; 2.7 Summary; 2.8 Further reading; 3. Preparation; 3.1 Overview
	3.2 Data sources3.3 Data understanding; 3.3.1 Data tables; 3.3.2 Continuous and discrete variables; 3.3.3 Scales of measurement; 3.3.4 Roles in analysis; 3.3.5 Frequency distribution; 3.4 Data preparation; 3.4.1 Overview; 3.4.2 Cleaning the data; 3.4.3 Removing variables; 3.4.4 Data transformations; 3.4.5 Segmentation; 3.5 Summary; 3.6 Exercises; 3.7 Further reading; 4. Tables and graphs; 4.1 Introduction; 4.2 Tables; 4.2.1 Data tables; 4.2.2 Contingency tables; 4.2.3 Summary tables; 4.3 Graphs; 4.3.1 Overview; 4.3.2 Frequency polygrams and histograms; 4.3.3 Scatterplots; 4.3.4 Box plots
	4.3.5 Multiple graphs4.4 Summary; 4.5 Exercises; 4.6 Further reading;

Sommario/riassunto	A practical, step-by-step approach to making sense out of dataMaking Sense of Data educates readers on the steps and issues that need to be considered in order to successfully complete a data analysis or data mining project. The author provides clear explanations that guide the reader to make timely and accurate decisions from data in almost every field of study. A step-by-step approach aids professionals in carefully analyzing data and implementing results, leading to the development of smarter business decisions. With a comprehensive collection of methods from both data analysis and