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Autore	Giudici Paolo
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Nota di contenuto	Applied Data Mining for Business and Industry; Contents; 1 Introduction; Part I Methodology; 2 Organisation of the data; 2.1 Statistical units and statistical variables; 2.2 Data matrices and their transformations; 2.3 Complex data structures; 2.4 Summary; 3 Summary statistics; 3.1 Univariate exploratory analysis; 3.1.1 Measures of location; 3.1.2 Measures of variability; 3.1.3 Measures of heterogeneity; 3.1.4 Measures of concentration; 3.1.5 Measures of asymmetry; 3.1.6 Measures of kurtosis; 3.2 Bivariate exploratory analysis of quantitative data 3.3 Multivariate exploratory analysis of quantitative data 3.4 Multivariate exploratory analysis of qualitative data; 3.4.1 Independence and association; 3.4.2 Distance measures; 3.4.3 Dependency measures; 3.4.4 Model-based measures; 3.5 Reduction of dimensionality; 3.5.1 Interpretation of the principal components; 3.6 Further reading; 4 Model specification; 4.1 Measures of distance; 4.1.1

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6.4.1 Cluster analysis

Sommario/riassunto

The increasing availability of data in our current, information overloaded society has led to the need for valid tools for its modelling and analysis. Data mining and applied statistical methods are the appropriate tools to extract knowledge from such data. This book provides an accessible introduction to data mining methods in a consistent and application oriented statistical framework, using case studies drawn from real industry projects and highlighting the use of data mining methods in a variety of business applications. Introduces data mining methods and applications. Cove
