

1. Record Nr.	UNINA9910155525703321
Autore	Olson David L
Titolo	Descriptive Data Mining // by David L. Olson
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2017
ISBN	981-10-3340-4
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XI, 116 p. 63 illus., 60 illus. in color.)
Collana	Computational Risk Management, , 2191-1436
Disciplina	006.312
Soggetti	Big data Data mining Risk management Big Data/Analytics Data Mining and Knowledge Discovery Risk Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 Knowledge Management -- Chapter 2: Data Visualization -- Chapter 3 Market Basket Analysis -- Chapter 4 Recency Frequency and Monetary Model -- Chapter 5 Association Rules -- Chapter 6 Cluster Analysis -- Chapter 7 Link Analysis -- Chapter 7 Link Analysis -- Chapter 8 Descriptive Data Mining -- References -- Index.
Sommario/riassunto	This book offers an overview of knowledge management. It starts with an introduction to the subject, placing descriptive models in the context of the overall field as well as within the more specific field of data mining analysis. Chapter 2 covers data visualization, including directions for accessing R open source software (described through Rattle). Both R and Rattle are free to students. Chapter 3 then describes market basket analysis, comparing it with more advanced models, and addresses the concept of lift. Subsequently, Chapter 4 describes smarketing RFM models and compares it with more advanced predictive models. Next, Chapter 5 describes association rules, including the APriori algorithm and provides software support from R. Chapter 6 covers cluster analysis, including software support from R (Rattle), KNIME, and WEKA, all of which are open source. Chapter 7 goes on to

describe link analysis, social network metrics, and open source NodeXL software, and demonstrates link analysis application using PolyAnalyst output. Chapter 8 concludes the monograph. Using business-related data to demonstrate models, this descriptive book explains how methods work with some citations, but without detailed references. The data sets and software selected are widely available and can easily be accessed.

---