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Autore	Pyle Dorian
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Future; 5.7 Final Alignment; 5.8 Mapping the Problem Frame; 5.9 Summary; 5.10 Explanation of the Decision Map; 5.11 Risk Calculations
Chapter 6. Getting the Right Model6.1 Interactive Exploration of the Territory; 6.2 Modeling the Business Situation Using Metaphors; 6.3 Exploration Tools; 6.4 The Business Case; 6.5 The Reality: "What Can You Do with My Data?"; 6.6 Summary; Chapter 7. Getting the Model Right; 7.1 Finding Data to Mine; 7.2 Using Data; 7.3 Summary; Chapter 8. Deploying the Model; 8.1 Modifying Business Processes; 8.2 Motivation for Success; 8.3 Impad of Model Types; 8.4 Summary; Part III: Data Mining; Chapter 9. Getting Started; 9.1 Looking at Data; 9.2 First Steps in Preparation: The Assay
9.3 Basic Feature Extraction9.4 Surveying Data; 9.5 Summary; Chapter 10. What Mining Tools Do; 10.1 Data Mining Algorithms; 10.2 Tools and Toolsets; 10.3 Summary; Chapter 11. Getting the Initial Model: Basic Practices of Data Mining; 11.1 Preparing to Stay Honest; 11.2 Addressing the Data; 11.3 Modeling to Understand; 11.4 Modeling to Classify; 11.5 Modeling to Predict; 11.6 Summary; Supplemental Material; Chapter 12. Improving the Mined Model; 12.1 Learning from Errors; 12.2 Improving Model Quality, Solving Problems; 12.3 Summary; Chapter 13. Deploying the Mined Model
13.1 Deploying Explanatory Models13.2 Novelty, and Keeping the Model Working; 13.3 Deployed Model Form; 13.4 Summary; Part IV: Methodology; Chapter 14. Methodology; 14.1 Structure of the Methodologies; 14.2 Using the Methodology; 14.3 Caveats!; MII Modeling Methodology; MIII Mining Methodology; Resources; Index

Sommario/riassunto

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 det
