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5.6 Calculation of the Mode
5.7 Data Integration; CHAPTER 6. INTEGRITY CHECKS; 6.1 Introduction; 6.2 Comparing Datasets; 6.3 Dataset Schema Checks; 6.4 Nominal Variables; 6.5 Continuous Variables; CHAPTER 7. EXPLORATORY DATA ANALYSIS; 7.1 Introduction; 7.2 Common EDA Procedures; 7.3 Univariate Statistics; 7.4 Variable Distribution; 7.5 Detection of Outliers; 7.6 Testing Normality; 7.7 Cross-tabulation; 7.8 Investigating Data Structures; CHAPTER 8. SAMPLING AND PARTITIONING; 8.1 Introduction; 8.2 Contents of Samples; 8.3 Random Sampling; 8.4 Balanced Sampling; 8.5 Minimum Sample Size
8.6 Checking Validity of Sample
CHAPTER 9. DATA TRANSFORMATIONS; 9.1 Raw and Analytical Variables; 9.2 Scope of Data Transformations; 9.3 Creation of New Variables; 9.4 Mapping of Nominal Variables; 9.5 Normalization of Continuous Variables; 9.6 Changing the Variable Distribution; CHAPTER 10. BINNING AND REDUCTION OF CARDINALITY; 10.1 Introduction; 10.2 Cardinality Reduction; 10.3 Binning of Continuous Variables; CHAPTER 11. TREATMENT OF MISSING VALUES; 11.1 Introduction; 11.2 Simple Replacement; 11.3 Imputing Missing Values; 11.4 Imputation Methods and Strategy
11.5 SAS Macros for Multiple Imputation
11.6 Predicting Missing Values; CHAPTER 12. PREDICTIVE POWER AND VARIABLE REDUCTION I; 12.1 Introduction; 12.2 Metrics of Predictive Power; 12.3 Methods of Variable Reduction; 12.4 Variable Reduction: Before or During Modeling; CHAPTER 13. ANALYSIS OF NOMINAL AND ORDINAL VARIABLES; 13.1 Introduction; 13.2 Contingency Tables; 13.3 Notation and Definitions; 13.4 Contingency Tables for Binary Variables; 13.5 Contingency Tables for Multicategory Variables; 13.6 Analysis of Ordinal Variables; 13.7 Implementation Scenarios
CHAPTER 14. ANALYSIS OF CONTINUOUS VARIABLES

Sommario/riassunto

Are you a data mining analyst, who spends up to 80% of your time assuring data quality, then preparing that data for developing and deploying predictive models? And do you find lots of literature on data mining theory and concepts, but when it comes to practical advice on developing good mining views find little "how to?" information? And are you, like most analysts, preparing the data in SAS? This book is intended to fill this gap as your source of practical recipes. It introduces a framework for the process of data preparation for data mining, and presents the detailed implementation o
