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	Soggetti	Business - Data processing Data mining Electronic books.
	Lingua di pubblicazione	Inglese
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	Note generali	Includes index. Originally published as: Data mining for business intelligence, 2007.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Overview of the data mining process -- Data visualization -- Dimension reduction -- Evaluating predictive performance -- Multiple linear regression -- k-Nearest Neighbors (kNN) -- The Naive Bayes Classifier -- Classification and regression trees -- Logistic regression -- Neural nets -- Discriminant analysis -- Combining methods : ensembles and uplift modeling -- Association rules and collaborative filtering -- Cluster analysis -- Handling time series -- Regression-based forecasting -- Smoothing methods -- Social network analytics -- Text mining.