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Autore	Ratner Bruce
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Nota di contenuto	Front Cover; Dedication; Contents; Preface; Acknowledgments; About the Author; 1. Introduction; 2. Two Basic Data Mining Methods for Variable Assessment; 3. CHAID-Based Data Mining for Paired-Variable Assessment; 4. The Importance of Straight Data: Simplicity and Desirability for Good Model-Building Practice; 5. Symmetrizing Ranked Data: A Statistical Data Mining Method for Improving the Predictive Power of Data; 6. Principal Component Analysis: A Statistical Data Mining Method for Many-Variable Assessment; 7. The Correlation Coefficient: Its Values Range between Plus/Minus 1, or Do They? 8. Logistic Regression: The Workhorse of Response Modeling9. Ordinary Regression: The Workhorse of Profit Modeling; 10. Variable Selection Methods in Regression: Ignorable Problem, Notable Solution; 11. CHAID for Interpreting a Logistic Regression Model; 12. The Importance of the Regression Coefficient; 13. The Average Correlation: A Statistical Data Mining Measure for Assessment of Competing Predictive Models and the Importance of the Predictor Variables; 14. CHAID for Specifying a Model with Interaction Variables; 15. Market

Segmentation Classification Modeling with Logistic Regression

16. CHAID as a Method for Filling in Missing Values 17. Identifying Your Best Customers: Descriptive, Predictive, and Look-Alike Profiling; 18.

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Regression Modeling Involves Art, Science, and Poetry, Too; 24. Genetic and Statistic Regression Models: A Comparison

25. Data Reuse: A Powerful Data Mining Effect of the GenIQ Model 26. A Data Mining Method for Moderating Outliers Instead of Discarding

Them; 27. Overfitting: Old Problem, New Solution; 28. The Importance of Straight Data: Revisited; 29. The GenIQ Model: Its Definition and an

Application; 30. Finding the Best Variables for Marketing Models; 31.

Interpretation of Coefficient-Free Models

Sommario/riassunto

The second edition of a bestseller, Statistical and Machine-Learning Data Mining: Techniques for Better Predictive Modeling and Analysis of Big Data is still the only book, to date, to distinguish between statistical data mining and machine-learning data mining. The first edition, titled Statistical Modeling and Analysis for Database Marketing: Effective Techniques for Mining Big Data, contained 17 chapters of innovative and practical statistical data mining techniques. In this second edition, renamed to reflect the increased coverage of machine-learning data mining techniques, the author has