1.	Record Nr.	UNINA9910784656403321
	Autore	Refaat Mamdouh
	Titolo	Data preparation for data mining using SAS [[electronic resource] /] / Mamdouh Refaat
	Pubbl/distr/stampa	Amsterdam ; ; Boston, : Morgan Kaufmann Publishers, c2007
	ISBN	1-281-00538-X 9786611005382 0-08-049100-6
	Descrizione fisica	1 online resource (425 p.)
	Collana	The Morgan Kaufmann series in data management systems
	Disciplina	005.74 006.3/12 22 006.312
	Soggetti	Data mining
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references (p. 373-374) and index.
	Nota di contenuto	Front Cover; Data Preparation for Data Mining Using SAS; Copyright Page; Contents; List of Figures; List of Tables; Preface; CHAPTER 1. INTRODUCTION; 1.1 The Data Mining Process; 1.2 Methodologies of Data Mining; 1.3 The Mining View; 1.4 The Scoring View; 1.5 Notes on Data Mining Software; CHAPTER 2. TASKS AND DATA FLOW; 2.1 Data Mining Tasks; 2.2 Data Mining Competencies; 2.3 The Data Flow; 2.4 Types of Variables; 2.5 The Mining View and the Scoring View; 2.6 Steps of Data Preparation; CHAPTER 3. REVIEW OF DATA MINING MODELING TECHNIQUES; 3.1 Introduction; 3.2 Regression Models 3.3 Decision Trees3.4 Neural Networks; 3.5 Cluster Analysis; 3.6 Association Rules; 3.7 Time Series Analysis; 3.8 Support Vector Machines; CHAPTER 4. SAS MACROS: A QUICK START; 4.1 Introduction: Why Macros?; 4.2 The Basics: The Macro and Its Variables; 4.3 Doing Calculations; 4.4 Programming Logic; 4.5 Working with Strings; 4.6 Macros That Call Other Macros; 4.7 Common Macro Patterns and Caveats; 4.8 Where to Go From Here; CHAPTER 5. DATA ACQUISITION AND INTEGRATION; 5.1 Introduction; 5.2 Sources of Data; 5.3 Variable Types; 5.4 Data Rollup; 5.5 Rollup with Sums, Averages, and Counts 5.6 Calculation of the Mode5.7 Data Integration; CHAPTER 6.

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