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| | Descrizione fisica | 1 online resource (ix, 288 pages) : illustrations (some color) |
| | Collana | The savvy manager's guide |
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| | Sommario/riassunto | Whether you are brand new to data mining or working on your tenth predictive analytics project, Commercial Data Mining will be there for you as an accessible reference outlining the entire process and related themes. In this book, you'll learn that your organization does not need a huge volume of data or a Fortune 500 budget to generate business using existing information assets. Expert author David Nettleton guides you through the process from beginning to end and covers everything from business objectives to data sources, and selection to analysis and predictive modeling.   < |