

1. Record Nr.	UNINA9910970099103321
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Titolo	Business modeling and data mining // Dorian Pyle
Pubbl/distr/stampa	Amsterdam ; ; Boston, : Morgan Kaufmann Publishers, c2003
ISBN	1-282-28476-2 9786612284762 0-08-050045-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (721 p.)
Collana	The Morgan Kaufmann Series in Data Management Systems
Disciplina	006.3
Soggetti	Business - Data processing - Management Data mining Database management Information resources management Management information systems
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. 665-671) and index.
Nota di contenuto	Front Cover; Business Modeling and Data Mining; Copyright Page; Contents; Preface; Part I: A Map of the Territory; Chapter 1. The World, Knowledge, and Models; 1.1 The Nature of the World; 1.2 Systems; 1.3 The Structure of Knowledge; 1.4 Changing Knowledge Structures; 1.5 Summary; Supplemental Material; Chapter 2. Translating Experience; 2.1 Mining and Ideas; 2.2 Systems of the World; 2.3 Strategies and Tactics; 2.4 Summary; Chapter 3. Modeling and Mining: Putting It Together; 3.1 Problems; 3.2 Data about the World; 3.3 Hypotheses: Explaining Data; 3.4 Making Decisions; 3.5 Deciding 3.6 SummaryPart II: Business Modeling; Chapter 4. What Is a Model?; 4.1 Introduction to Data, Information, and Knowledge; 4.2 An Observer's Guide to Models; 4.3 Modeling as an Activity; 4.4 Summary; Chapter 5. Framing Business Models; 5.1 Setting a Frame; 5.2 Objectives: Getting your Bearings; 5.3 Problems and Decisions; 5.4 Modeling Situations: Connecting the Decision to a Worldview; 5.5 Options: Assessing the Possible; 5.6 Expectations: Assessing the Future; 5.7 Final Alignment; 5.8 Mapping the Problem Frame; 5.9 Summary; 5.10 Explanation of the Decision Map; 5.11 Risk Calculations

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Sommario/riassunto

Business Modeling and Data Mining demonstrates how real world business problems can be formulated so that data mining can answer them. The concepts and techniques presented in this book are the essential building blocks in understanding what models are and how they can be used practically to reveal hidden assumptions and needs, determine problems, discover data, determine costs, and explore the whole domain of the problem. This book articulately explains how to understand both the strategic and tactical aspects of any business problem, identify where the key leverage points are and det
