

1. Record Nr.	UNINA9910970099103321
Autore	Pyle Dorian
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

Chapter 6. Getting the Right Model 6.1 Interactive Exploration of the Territory; 6.2 Modeling the Business Situation Using Metaphors; 6.3 Exploration Tools; 6.4 The Business Case; 6.5 The Reality: "What Can You Do with My Data?"; 6.6 Summary; Chapter 7. Getting the Model Right; 7.1 Finding Data to Mine; 7.2 Using Data; 7.3 Summary; Chapter 8. Deploying the Model; 8.1 Modifying Business Processes; 8.2 Motivation for Success; 8.3 Impact of Model Types; 8.4 Summary; Part III: Data Mining; Chapter 9. Getting Started; 9.1 Looking at Data; 9.2 First Steps in Preparation: The Assay 9.3 Basic Feature Extraction 9.4 Surveying Data; 9.5 Summary; Chapter 10. What Mining Tools Do; 10.1 Data Mining Algorithms; 10.2 Tools and Toolsets; 10.3 Summary; Chapter 11. Getting the Initial Model: Basic Practices of Data Mining; 11.1 Preparing to Stay Honest; 11.2 Addressing the Data; 11.3 Modeling to Understand; 11.4 Modeling to Classify; 11.5 Modeling to Predict; 11.6 Summary; Supplemental Material; Chapter 12. Improving the Mined Model; 12.1 Learning from Errors; 12.2 Improving Model Quality, Solving Problems; 12.3 Summary; Chapter 13. Deploying the Mined Model 13.1 Deploying Explanatory Models 13.2 Novelty, and Keeping the Model Working; 13.3 Deployed Model Form; 13.4 Summary; Part IV: Methodology; Chapter 14. Methodology; 14.1 Structure of the Methodologies; 14.2 Using the Methodology; 14.3 Caveats!; MII Modeling Methodology; MIII Mining Methodology; Resources; Index

## 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