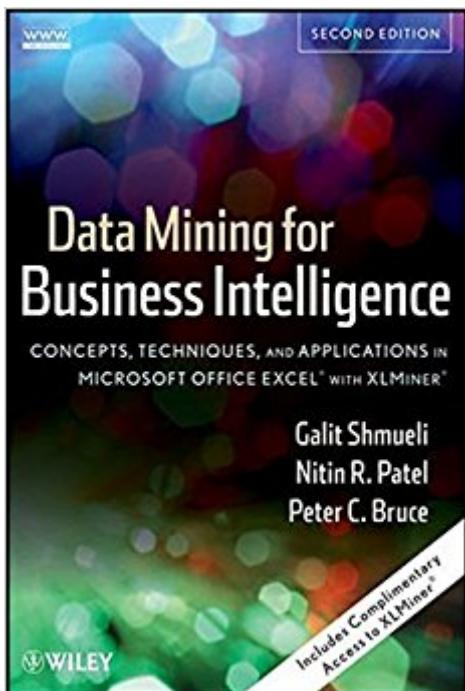The book was found

Data Mining For Business Intelligence: Concepts, Techniques, And Applications In Microsoft Office Excel With XLMiner

Synopsis

Incorporating a new focus on data visualization and time series forecasting, Data Mining for Business Intelligence, Second Edition continues to supply insightful, detailed guidance on fundamental data mining techniques. This new edition guides readers through the use of the Microsoft Office Excel add-in XLMiner for developing predictive models and techniques for describing and finding patterns in data.From clustering customers into market segments and finding the characteristics of frequent flyers to learning what items are purchased with other items, the authors use interesting, real-world examples to build a theoretical and practical understanding of key data mining methods, including classification, prediction, and affinity analysis as well as data reduction, exploration, and visualization.The Second Edition now features:Three new chapters on time series forecasting, introducing popular business forecasting methods including moving average, exponential smoothing methods; regression-based models; and topics such as explanatory vs. predictive modeling, two-level models, and ensemblesA revised chapter on data visualization that now features interactive visualization principles and added assignments that demonstrate interactive visualization in practiceSeparate chapters that each treat k-nearest neighbors and NaÃƒÂ ve Bayes methodsSummaries at the start of each chapter that supply an outline of key topicsThe book includes access to XLMiner, allowing readers to work hands-on with the provided data. Throughout the book, applications of the discussed topics focus on the business problem as motivation and avoid unnecessary statistical theory. Each chapter concludes with exercises that allow readers to assess their comprehension of the presented material. The final chapter includes a set of cases that require use of the different data mining techniques, and a related Web site features data sets, exercise solutions, PowerPoint slides, and case solutions.Data Mining for Business Intelligence, Second Edition is an excellent book for courses on data mining, forecasting, and decision support systems at the upper-undergraduate and graduate levels. It is also a one-of-a-kind resource for analysts, researchers, and practitioners working with quantitative methods in the fields of business, finance, marketing, computer science, and information technology.

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Customer Reviews

"full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing."--ResearchÃ Â magazine"Shmueli et al. have done a wonderful job in presenting the field of data mining a welcome addition to the literature."--computingreviews.com"The book would be useful for a one- or two-semester data mining course or a business intelligence course." (The American Statistician, 1 November 2011) Ã Â

Incorporating a new focus on data visualization and time series forecasting, Data Mining for Business Intelligence, Second Edition continues to supply insightful, detailed guidance on fundamental data mining techniques. This new edition guides readers through the use of the Microsoft Office Excel add-in XLMiner for developing predictive models and techniques for describing and finding patterns in data.From clustering customers into market segments and finding the characteristics of frequent flyers to learning what items are purchased with other items, the authors use interesting, real-world examples to build a theoretical and practical understanding of key data mining methods, including classification, prediction, and affinity analysis as well as data reduction, exploration, and visualization.The Second Edition now features:Three new chapters on time series forecasting, introducing popular business forecasting methods including moving average, exponential smoothing methods; regression-based models; and topics such as explanatory vs. predictive modeling, two-level models, and ensemblesA revised chapter on data visualization that now features interactive visualization principles and added assignments that demonstrate interactive visualization in practiceSeparate chapters that each treat k-nearest neighbors and NaÃƒÂ ve Bayes methodsSummaries at the start of each chapter that supply an outline of key topicsThe book includes access to XLMiner, allowing readers to work hands-on with

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I am a data mining trainer and consultant. This book not only has good content, but it offers a 90 day license of software with which to rehearse the case study examples. My comments on the book will be accompanied by comments on the software. The book is the perfect fit for its intended audience. With the caution that certain readers will do better elsewhere, I think it is a great book. The major topics are addressed, albeit briefly, with clarity. If you are a first timer reader of this subject, there are not many books that will do a better job explaining these technical subjects for a general audience.Like most full time data miners, I would have difficulty living within the constraints of Excel. XLMiner is a fine piece of software, but it lives inside Excel as an Excel add-on. The most famous limitation is having no more than 1,000,000 rows of data, but that nature of that limitation applied to Data Mining is frequently misunderstood. I am often on projects with "big data" clients where I only model 100,000 or fewer records. XLMiner allows you to read from a database larger than Excel can handle, and let's you write out to a database larger than Excel can handle. I was surprised and impressed by this. In the end, though, it still isn't enough. I need to be able to merge and manipulate my large data files so that I can carefully select the smaller fraction that I am going to model. In short, I can't live without my more powerful tools. There is an essay offered as a sidebar in the book on the state of the Data Mining Software Tools market by Herb Edelstein which discusses exactly this fact. XLMiner was originally developed as a piece of teaching software, and it excels at that. It doesn't intend to be a deployment tool for the whole business enterprise like some of the more powerful Data Mining suites. If you don't have access to such tools you might be pleasantly surprised what it can do since the other tools are many times more expensive.Despite this limitation, this is a strong book. It would be just perfect for MBAs that are intrigued with Data Mining. It would be great for a first course in Data Mining provided that it wasn't the first of many. If

someone were about to embark on a Data Mining advanced degree, I don't think this book is the best route to go. I would suggest Handbook of Statistical Analysis and Data Mining Applications as an introduction for that audience. I also think it is an outstanding choice for a seminar leader that wants to offer demonstrations for the audience. I would suggest providing the audience with copies (or allowing them to get them). What a great way to learn the material - by doing. I debated using this book for exactly that purpose and ended up going with the Handbook of Statistical Analysis and Data Mining Applications only because I felt my audience, representing larger companies, would end up using one the Data Mining suites in the end, and I wanted them to see them.I would also suggest this book for self study. It is as easy a read as this kind of material is going to get. Technical? Yes. Light reading? Not really. However, Data Mining algorithms never make for light reading. What you hope for is clarity, and the right amount of detail. For the uninitiated, this is perfect. For Data Mining professionals, it would be just a very basic review. Some reviewers seems to have found it a tough slog. It is very much in the style of "here is the rough idea - try a case study". If you've never studied statistics, there is no careful walk through of the formulas, but that is not the point of the book. Lots of other books do that. If you want to know how Data Mining works "under the hood" you won't really find that here either. For example, Regression is covered in about 15 pages. Overall, I think it makes good choices in terms of detail.It covers all the material you need in an introduction. It offers a very brief initial chapter defining the subject. It does a decent job at data visualization. It is a basic introduction the algorithms with supporting case studies. The is almost no data preparation because XLMiner is not designed to do any heavy lifting here. It can do partitioning and explains why this is critical to data mining. For a good discussion of data preparation and Excel read Linoff's fine book Data Analysis Using SQL and Excel. A surprising number of the famous techniques are here: neural nets, k nearest neighbors, clustering, classification trees and even time series analysis. The case studies are fairly basic, but well described. They are easy to download from the website. Again, perfect for a first course in Data Mining. Everything an instructor would need for a good solid introduction - exactly the audience the book was written for.

Skipping the value and accuracy of the content entirely, if you are looking to use XLMiner with the Kindle version of this product, you will need to go through extra steps. The "complimentary copy" of the software is included in a printed card in the back of the book for the PRINT version. For the Kindle version, no such card exists because the Kindle book is a digital delivery. However, you CAN STILL USE XLMiner and you are entitled to access to a complimentary copy of it EVEN WITH a

Kindle purchase. DO NOT ASK Customer Service reps about this as they will only give you the information about the printed copy and NOT the Kindle version and will be completely flabbergasted when you try to explain Kindle vs. print. To get the XLMiner software after purchasing a Kindle copy, you have to go to the XLMiner website here: [...] [if the link doesn't show, you can just go to solver.com and call their customer service number] and fill out the form with your details, or call them. Make sure you have the receipt handy in case they ask for it. They will help you get it, probably just by emailing you a code. I just wish there was some information to this effect included in the email from or in the book or product description somewhere.

I was made to buy this book as a part of one of my marketing classes in college. While the book explains the concepts decently well, the processes to answer the questions asked at the end of the chapters were often not explained.The book works in conjunction with a software called DataMiner XL and the questions asked in the chapters relate to this software. The problem is that the book asks you to perform complex tasks, but never goes ahead to explain how to do them using the software. It is up to you to do external research in order to find out how to complete the tasks. I believe that an instructional book such as this one should offer step by step guidance on the processes in which they expect you to perform.I would not recommend this book to anybody based on these reasons. The reason it got 2 stars is because the concepts were explained decently well.

This book provides an excellent overview of a variety of data mining techniques related to business analysis. It does not provide much detailed statistical discussion or "how-to" steps. Instead, it provides enough detail to explain major concepts, the strengths and weaknesses of various analytic techniques, and when to use which technique. That alone is worth the price of admission.Readers without some background in math or statistics may find it necessary to do additional reading if they want to implement these techniques on their own. The book was originally intended to support college level teaching, where this kind of background is acquired in the class room and in study groups. Readers who buy this book for independent study may be disappointed that the answer key to the study problems is only available to instructors. A shame, really, since the authors clearly put a great deal of effort into finding many excellent case studies.Overall, I found this book worth the investment of my time and money. It provides an excellent outline for determining an analytics approach to most business questions.

Unfortunately, the software updates have out paced the text updates and there are a lot of places

where the problems either don't line up with the software and they aren't able to be completed as writen, or the problem is flawed to begin with and they can't be completed at all. We've had a number of individuals in the current class who's books had pretty significant misprints in various problem sets too.

Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Microsoft Office Productivity Pack: Microsoft Excel, Microsoft Word, and Microsoft PowerPoint Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Excel: Complete BeginnerÃ¢ ¬â„¢s Guide to Mastering Excel and Increasing Productivity (Excel, Microsoft Office Book 1) Microsoft Office 365 Home and Business | iPhone Microsoft Office 365 , Excel, Word, PowerPoint, OneNote, Outlook, Access, Project, Visio.: Desktop And iPhone Using Full Course Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Your Office: Microsoft Excel 2016 Comprehensive (Your Office for Office 2016 Series) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Your Office: Microsoft Office 2016 Volume 1 (Your Office for Office 2016 Series) Enhanced Microsoft Excel 2013: Comprehensive (Microsoft Office 2013 Enhanced Editions) Spreadsheets: Using Microsoft Excel 97 or Microsoft Office 97 (Software Guides) Enhanced Microsoft Excel 2013: Illustrated Complete (Microsoft Office 2013 Enhanced Editions) New Perspectives on Microsoft Excel 2013, Comprehensive Enhanced Edition (Microsoft Office 2013 Enhanced Editions) Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro The Definitive Guide to DAX: Business intelligence with Microsoft Excel, SQL Server Analysis Services, and Power BI (Business Skills) Exploring Microsoft Office Excel 2016 Comprehensive (Exploring for Office 2016 Series)