

## Discovering Knowledge In Data An Introduction To Data Mining 2nd Edition

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The field of data mining lies at the confluence of predictive analytics, statistical analysis, and business intelligence. Due to the ever-increasing complexity and size of data sets and the wide range of applications in computer science, business, and health care, the process of discovering knowledge in data is more relevant than ever before.

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Discovering Knowledge in Data: An Introduction to Data ...

He has also worked as a data mining consultant for Connecticut-area companies. He is currently working on the next two books of his three-volume series on Data Mining: Data Mining Methods and Models and Data Mining the Web: Uncovering Patterns in Web Content, scheduled to publish respectively in 2005 and 2006.

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Discovering Knowledge in Data: An Introduction to Data ...

The reader will "learn data mining by doing data mining". By adding chapters on data modelling

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preparation, imputation of missing data, and multivariate statistical analysis, Discovering Knowledge in Data, Second Edition remains the eminent reference on data mining.

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Discovering Knowledge in Data: An Introduction to Data Mining provides both the practical experience and the theoretical insight needed to reveal valuable information hidden in large data sets.

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Discovering Knowledge in Data is appropriate for advanced undergraduate or graduate-level courses. Except for one section in the neural networks chapter, no calculus is required. An introductory statistics course would be nice, but is not required. No computer programming or database expertise is required. ACKNOWLEDGMENTS

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Discovering Knowledge in Data applies this white-box approach by: Walking the reader through the various algorithms Providing examples of the operation of the algorithm on actual large data sets Testing the reader's level of understanding of the concepts and algorithms

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Discovering Knowledge in Data: An Introduction to Data Mining provides both the practical experience and the Data mining can be revolutionary-but only when it's done right. The powerful black box data mining software now available can produce disastrously misleading results unless applied by a skilled and knowledgeable analyst.

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