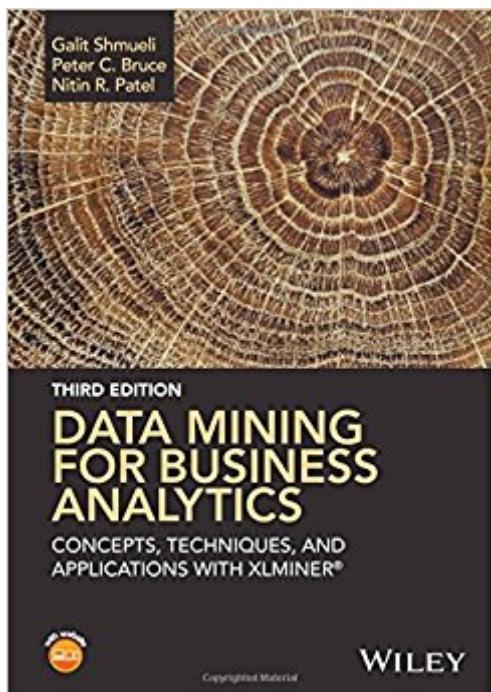


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# Data Mining For Business Analytics: Concepts, Techniques, And Applications With XLMiner



## Synopsis

Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition® presents an applied approach to data mining and predictive analytics with clear exposition, hands-on exercises, and real-life case studies. Readers will work with all of the standard data mining methods using the Microsoft® Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methods® End-of-chapter exercises that help readers better understand the presented material Data-rich case studies to illustrate various applications of data mining techniques Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides Free 140-day license to use XLMiner® for Education software Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition® is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Praise for the Second Edition "Ã¢ full of vivid and thought-provoking anecdotes... needs to be read by anyone with a serious interest in research and marketing."Ã¢  Research Magazine "Shmueli et al. have done a wonderful job in presenting the field of data mining - a welcome addition to the literature."Ã¢  ComputingReviews.com"Excellent choice for business analysts...The book is a perfect fit for its intended audience."Ã  Keith McCormick, Consultant and Author of SPSS Statistics For Dummies, Third Edition and SPSS Statistics for Data Analysis and Visualization Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua UniversityÃ¢ s Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare.Ã  She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory

Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

## **Book Information**

Hardcover: 552 pages

Publisher: Wiley; 3 edition (April 18, 2016)

Language: English

ISBN-10: 1118729277

ISBN-13: 978-1118729274

Product Dimensions: 7.1 x 1.2 x 9.9 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 3.5 out of 5 stars 18 customer reviews

Best Sellers Rank: #11,078 in Books (See Top 100 in Books) #7 in Books > Computers & Technology > Databases & Big Data > Data Mining #9 in Books > Textbooks > Computer Science > Database Storage & Design #10 in Books > Computers & Technology > Business Technology > Software > Spreadsheets

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Office Excel® add-in XLMiner® to develop predictive models and learn how to obtain business value from Big Data. Featuring updated topical coverage on text mining, social network analysis, collaborative filtering, ensemble methods, uplift modeling and more, the Third Edition also includes: Real-world examples to build a theoretical and practical understanding of key data mining methods End-of-chapter exercises that help readers better understand the presented material Data-rich case studies to illustrate various applications of data mining techniques Completely new chapters on social network analysis and text mining A companion site with additional data sets, instructors material that include solutions to exercises and case studies, and Microsoft PowerPoint® slides Data Mining for Business Analytics: Concepts, Techniques, and Applications in Microsoft® Office Excel® with XLMiner® , Third Edition is an ideal textbook for upper-undergraduate and graduate-level courses as well as professional programs on data mining, predictive modeling, and Big Data analytics. The new edition is also a unique reference for analysts, researchers, and practitioners working with predictive analytics in the fields of business, finance, marketing, computer science, and information technology. Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University—â,cs Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, The Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

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focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks and book chapters. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com). He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of *Introductory Statistics and Analytics: A Resampling Perspective*, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad for 15 years.

Excellent book to whom uses XLMiner software. The author explains in a easy manner what are the main features employed by the Industry in Data Mining using XLMiner as add in in Excel spreadsheet. Highly recommended book to whom wants to use XLMiner. However I would recommend the author to include more examples in the use of the add-in.

Book that I used for a business class, used it often per week. Was really good at helping me keep up with what the prof was doing.

I used the book as a textbook for my class "Data Mining for Business" and I am very satisfied. The examples are rich, concepts are explained in a non-technical way and are easy to follow. For the class, I used R instead of XLMiner without any problems for the students and teaching process.

Covers more stuff than a similar book called "Data Mining for Business Intelligence ...". Slightly more technical, but still focuses on qualitative traits of common DM techniques. Statistics and implementation details are not the emphasis of the book.

not very effective. get more from professor. never read book.

Very expensive book and doesn't explain the concepts very clearly. I went on YouTube and found videos explaining most of the concepts we studied in my course in less than 10min rather than reading this book.

Worst text ever, too many errors and clear explanation.

The grammar is often incorrect, the topics are either extremely broad or way too detailed, figure numbers do not match up to the text references.

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