



Data Mining and Data Warehousing

S. K. Mourya, Shalu Gupta

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Data mining (if you haven't heard of it before), is the "Automated Extraction of Hidden Predictive Information from Databases." This book discusses in a step by step approach instructions for the entire data modeling process, with special emphasis on the business knowledge necessary for effective results giving quick introductions to database and data mining concepts with particular emphasis on data analysis followed by concepts and techniques that underlie classification, prediction, association, and clustering. These topics are presented with examples and algorithms for each problem. The Socratic presentation style is both very readable and very informative. The purpose of this book is to serve as a handbook for analysts, data miners, and marketing managers at all levels.

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