Mining Your Own Business A Primer For Executives On Understanding And Employing Data Mining And Predictive Analytics

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A Primer on Process Mining - Diogo R. Ferreira 2017-06-19
The main goal of this book is to explain the core ideas of process mining, and to demonstrate how they can be implemented using just some basic tools that are available to any computer scientist or data scientist. It describes how to analyze event logs in order to discover the behavior of real-world business processes. The end result can often be visualized as a graph, and the book explains how to use Python and Graphviz to render these graphs intuitively. Overall, it enables the reader to implement process mining techniques on his or her own, independently of any specific process mining tool. An introduction to two popular process mining tools, namely Disco and ProM, is also provided. The book will be especially valuable for self-study or as a precursor to a more advanced text. Practitioners and students will be able to follow along on their own, even if they have no prior knowledge of the topic. After reading this book, they will be able to more confidently proceed to the research literature if needed.

Mining the Social Web - Matthew Russell 2011-01-21
Provides information on data analysis from a vareity of social networking sites, including Facebook, Twitter, and LinkedIn.

Optimal Database Marketing - Ronald G Drozdenko 2002-03-26
Check out the supplemental website! www.DrakeDirect.com/OptimalDM/
"Destined to be the definitive guide to database marketing applications, analytical strategies and test design." - Brian Kurtz, Executive Vice President, Boardroom Inc., 2000 DMA List Leader of the Year and DMA Circulation Hall of Fame Inductee "This book is well written with interesting examples and case studies that both illustrate complex techniques and tie the chapters together. The level of detail and treatment of statistical tools and methods provides both understanding and enough detail to begin to use them immediately to target marketing efforts efficiently and effectively. It is perfect for a course in database marketing or as a handy reference for those in the industry. " - C. Samuel Craig, New York University, Stern School of Business "This book should be studied by all who aspire to have a career in direct marketing. It provides a thorough overview of all essential aspects of using customer databases to improve direct marketing results. The material is presented in a style that renders even the technical subjects understandable to the novice direct marketer" Kari Regan, Vice President, Database Marketing Services, The Reader's Digest Association "Finally, practical information on database marketing that tackles this complex subject but makes it clear enough for the novice to understand. This book serves as more than a primer for any senior manager who needs to know the whole story. As one who has spent over 20 years of his career involved in publishing and database marketing, I have a real appreciation for how difficult it is to explain the finer points of this discipline, while keeping it understandable. This book does that admirably. Well done!" - Patrick E. Kenny, Executive Vice President, Qiosk.com "This book is especially effective in describing the breadth and impact of the database marketing field. I highly recommend this book to anyone who has anything to do with database marketing! -- works in or with this dynamic area." - Naomi Bernstein, Vice President, BMG Direct "Ron Drozdenko and Perry Drake have written a guide to database marketing that is thorough and that covers the subject in considerable depth. It presents both the concepts underlying database marketing efforts and the all-important quantitative reasoning behind it. The material is accessible to students and practitioners alike and will be an important contribution to improved understanding of this important marketing discipline. " Mary Lou Roberts, Boston University and author of Direct Marketing Management

"I think it is a terrific database marketing book, it's got it all in clear and logical steps. The benefit to the marketing student and professional is that complex database concepts are carefully developed and thoroughly explained. This book is a must for all marketing managers in understanding database issues to successfully manage and structure marketing programs and achieve maximum results. " - Dante Cirille, DMEF Board Member and Retired President, Grolier Direct Marketing "An excellent book on the principles of Direct Marketing and utilization of the customer database to maximize profits. It is one of the best direct marketing books I have seen in years in that it is broad with specific examples. I am going to require new hires to read this (book) to get a better understanding of the techniques used in Database Marketing." - Peter Mueller, Assistant Vice President of Analysis, Scholastic, Grolier Division "This is an amazingly useful book for direct marketers on how to organize and analyze database information. It's full of practical examples that make the technical material easy to understand and apply by yourself. I strongly recommend this book to direct and interactive marketers who want to be able to perform professional database analyses themselves, or be better equipped to review the work of analysts. " - Pierre A. Passavant, Professor of Direct Marketing, Mercy College and Past Director, Center for Direct Marketing, New York University "The most useful database marketing reference guide published today. The authors do an excellent job of laying out all the steps required to plan and implement an effective database marketing strategy in a clear and concise manner. A must have for academics, marketing managers and business executives." - Dave Heneberry, Director, Direct Marketing Certificate programs, Western Connecticut State University and Past Chair, Direct Marketing Association "This book is essential for all direct marketers. It serves as a great introduction to the technical and statistical side of database marketing. It provides the reader with enough information on database marketing and statistics to effectively apply the techniques discussed or manage others in the environment " - Richard Hochhauser, President, Harte-Hanks Direct Marketing Ronald G. Drozdenko, Ph.D., is Professor and Chair of the Marketing Department, Ancell School of Business, Western Connecticut State University. He is also the founding Director of the Center for Business Research at the Ancell School. He has more than 25 years of teaching experience. The courses he teaches include Strategic Marketing Databases, Interactive/Direct Marketing Management, Product Management, Marketing Research, and Consumer Behavior. He is collaborating with the Direct Marketing Education foundation to develop a model curriculum for universities pursing the area of interactive or direct marketing. Working with an advisory board of industry experts, he co-developed the Marketing Database course in model curriculum. Dr. Drozdenko has co-directed more than 100 proprietary research projects since 1978 for the marketing and research and development of several corporations, including major multinationals. These projects were in the areas of strategic planning, marketing research, product development, direct marketing, and marketing database analysis. He also has published several articles and book chapters. He holds a Ph.D. in Experimental Psychology from the University of Missouri and is a member of the American Marketing Association, the Society for Consumer Psychology, and the Academy of Marketing Sciences. He is also the co-inventor on three U.S. patents. Perry D. Drake has been involved in the direct marketing industry for nearly 15 years. He is currently the Vice President of Drake Direct, a database marketing consulting firm specializing in response modeling, customer file

segmentation, lifetime value analysis, customer profiling, database consulting, and market research. Prior to this, Perry worked for approximately 11 years in a variety of quantitative roles at The Reader's Digest Association, most recently as the Director of Marketing Services. In addition to consulting, Perry has taught at New York University in the Direct Marketing Master's Degree program since Fall, 1998, currently teaching "Statistics for Direct Marketers" and "Database Modeling." Perry was the recipient of the NYU Center for Direct and Interactive Marketing's "1998-1999" Outstanding Master's Faculty Award. Perry also lectures on testing and marketing financials for Western Connecticut State University's Interactive Direct Marketing Certificate Program. Along with Ron, he is collaborating with the Direct Marketing Education Foundation to develop a model curriculum for universities pursuing the area of interactive or direct marketing. Perry earned a Masters of Science in Applied Statistics from the University of Iowa and a Bachelor of Science in Economics from the University of Missouri. The book evolved from an outlined developed by an advisory board of industry experts that was established by the Direct Marketing Educational Foundation. Contemporary direct marketing and e-commerce could not exist without marketing databases. Databases allow marketers to reach customers and cultivate relationships more effectively and efficiently. While databases provide a means to establish and enhance relationships, they can also be used incorrectly, inefficiently, and unethically. This book looks beyond the temptation of the quick sale to consider the long-term impact of database marketing techniques on the organization, customers, prospective customers, and society in general. Ron Drozdenko and Perry Drake help the reader gain a thorough understanding of how to properly establish and use databases in order to build strong relationships with customers. There is not another book on the market today that reveals the level of detail regarding database marketing applications - the how's, why's and when's. Features/Benefits: Draws on numerous examples from real businesses Includes applications to all direct marketing media including the Internet Describes in step-by-step detail how databases are developed, maintained, and mined Considers both business and social issues of marketing databases Contains a sample database allowing the reader to apply the mining techniques Offers access to comprehensive package of academic support materials

Data Science for Business - Foster Provost 2013-07-27
Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Agile Analytics For Startups - Mert Damlapinar 2022-10-04
While you work hard building your startup, one of the biggest challenges you'll face will be around your product's ability to solve a big enough problem and its success in the market. Agile Analytics for Startups will help you navigate the complexity of early-stage business analytics, performance measurement, and the metrics that matter to your company. You can use the proven frameworks in this book to validate your product idea and the product/market fit, and understand your customers more granularly while you scale your business for automation. You can test and use many tools and solutions provided in the book and interact with different features of those solutions as you engage with other users of those products. This book will provide you with a step-by-step framework, examples and powerful solutions, from ideation to growth and all the way to scaling your business as you build your company with the power of analytics. - Agility is your advantage over large companies - Understand business analytics essentials and define how you will measure the success of your business early - Once you

define your solution for "the problem" you tackle, validate your customer - Keep a short list of KPIs for the success of your product - Engage your customers throughout the development cycle - Product/market fit should happen before you go to market big - Keep testing your product, reiterate continuously - Know when to pivot as you modify and optimize your roadmap - Be ready to speed up and maximize your output before the significant funding milestone(s)

Mining Magazine - 1903

Data Science and Analytics with Python - Jesus Rogel-Salazar 2018-02-05
Data Science and Analytics with Python is designed for practitioners in data science and data analytics in both academic and business environments. The aim is to present the reader with the main concepts used in data science using tools developed in Python, such as SciKit-learn, Pandas, Numpy, and others. The use of Python is of particular interest, given its recent popularity in the data science community. The book can be used by seasoned programmers and newcomers alike. The book is organized in a way that individual chapters are sufficiently independent from each other so that the reader is comfortable using the contents as a reference. The book discusses what data science and analytics are, from the point of view of the process and results obtained. Important features of Python are also covered, including a Python primer. The basic elements of machine learning, pattern recognition, and artificial intelligence that underpin the algorithms and implementations used in the rest of the book also appear in the first part of the book. Regression analysis using Python, clustering techniques, and classification algorithms are covered in the second part of the book. Hierarchical clustering, decision trees, and ensemble techniques are also explored, along with dimensionality reduction techniques and recommendation systems. The support vector machine algorithm and the Kernel trick are discussed in the last part of the book. About the Author Dr. Jesús Rogel-Salazar is a Lead Data scientist with experience in the field working for companies such as AKQA, IBM Data Science Studio, Dow Jones and others. He is a visiting researcher at the Department of Physics at Imperial College London, UK and a member of the School of Physics, Astronomy and Mathematics at the University of Hertfordshire, UK, He obtained his doctorate in physics at Imperial College London for work on quantum atom optics and ultra-cold matter. He has held a position as senior lecturer in mathematics as well as a consultant in the financial industry since 2006. He is the author of the book Essential Matlab and Octave, also published by CRC Press. His interests include mathematical modelling, data science, and optimization in a wide range of applications including optics, quantum mechanics, data journalism, and finance.

Mining and Scientific Press - 1897

Products List Circular [opportunities for Small Businesses] - United States. Small Business Administration 1965

Cryptocurrency Mining For Dummies - Peter Kent 2022-07-13
Untangle the steps to mine crypto, including new coins and services The cryptocurrency market moves quickly and miners and investors need the latest information to stay ahead of the game. This edition of Cryptocurrency Mining For Dummies has the insight you need to get started with mining. You'll learn what goes into building a mining rig that can complete cryptocurrency transactions and reap the rewards in the form of new coin. You also discover how to join existing mining programs. Whatever your crypto goals, Dummies will make it easy for you to understand, engage in, and invest in mining. You'll even get an up-to-date primer on the evolving legal situation and an idea of what to expect in the future of crypto. Understand the basics of mining cryptocurrency and get started with your own mining operation Explore the latest cryptocurrencies and mining services so you can mine your own or invest wisely Get involved in crypto mining with the hardware you already have, or build a new, powerful mining machine Become an expert on the latest mining trends so you can identify new ways to profit in the crypto space With this book, you've got insider advice on choosing which cryptos to mine, riding out market fluctuations, creating pool accounts, and more. There's no time like the present to get started with crypto mining.

Data Mining for the Masses, Second Edition - Matthew North 2016-01-08
We live in a world that generates tremendous amounts of data-more than ever before. In business, and in our personal lives, we use smartphones and tablets, web sites and watches; with dozens of apps and interfaces to shop, learn, entertain and inform. Businesses increasingly use

technology to interact with consumers to provide marketing, customer service, product information and more. All of this technological activity generates data-data that can be useful in many ways. Data mining can help to identify interesting patterns and messages that exist, often hidden beneath the surface. In this modern age of information systems, it is easier than ever before to extract meaning from data. From classification to prediction, data mining can help. In Data Mining for the Masses, Second Edition, professor Matt North-a former risk analyst and software engineer at eBay-uses simple examples and clear explanations with free, powerful software tools to teach you the basics of data mining. In this Second Edition, implementations of these examples are offered in both an updated version of the RapidMiner software, and in the popular R Statistical Package. You've got more data than ever before and you know it's got value, if only you can figure out how to get to it. This book can show you how. Let's start digging! Author's Note: The first edition of this text continues to be available for download, free of charge as a PDF file, from the GlobalText online library.

Professional Enterprise .NET - Jon Arking 2010-12-30
Comprehensive coverage to help experienced .NET developers create flexible, extensible enterprise application code If you're an experienced Microsoft .NET developer, you'll find in this book a road map to the latest enterprise development methodologies. It covers the tools you will use in addition to Visual Studio, including Spring.NET and nUnit, and applies to development with ASP.NET, C#, VB, Office (VBA), and database. You will find comprehensive coverage of the tools and practices that professional .NET developers need to master in order to build enterprise more flexible, testable, and extensible .NET applications with minimal upfront costs. Helps C#, VB.Net, and ASP.NET developers who wish to migrate both their applications and their own skillsets to newer, more flexible enterprise methodologies Describes each new pattern or feature along with its benefits, then outlines the pros and cons of its implementation Includes an introduction to enterprise development and a comprehensive overview of the differences between new enterprise patterns and older, traditional Microsoft programming Explains how to implement these patterns by upgrading an existing code base Covers benefits including flexibility, automated testing, extensibility, and separation; modular code; test-driven development, unit test, test automation, and refactoring; inversion of control; and object relational mapping Also covers enterprise design patterns: MVC including Ruby on Rails, Monorail, and ASP.NET MVC, MVP, observer, and more Contains a primer on object-oriented design Professional Enterprise .NET focuses on the often-inevitable compromise between forward-thinking design and the needs of business, helping you build applications that serve both.

Papua New Guinea Mining Industry Business Opportunities Handbook Volume 1 Oil and Gas Sector: Strategic Information and Regulations - IBP USA 2009-03-20
2011 Updated Reprint. Updated Annually. Papua New Guinea Mining Industry Business Opportunities Handbook

Cryptocurrency Mining For Dummies - Peter Kent 2019-11-08
Find out the essentials of cryptocurrency mining The cryptocurrency phenomenon has sparked a new opportunity mine for virtual gold, kind of like the prospectors of a couple centuries back. This time around, you need some tech know-how to get into the cryptocurrency mining game. This book shares the insight of two cryptocurrency insiders as they break down the necessary hardware, software, and strategies to mine Bitcoin, Ethereum, Monero, LiteCoin, and Dash. They also provide insight on how to stay ahead of the curve to maximize your return on investment. Get the tech tools and know-how to start mining Pick the best cryptocurrency to return your investment Apply a sound strategy to stay ahead of the game Find cryptocurrency value at the source From the basics of cryptocurrency and blockchain to selecting the best currency to mine, this easy-to-access book makes it easy to get started today!

Data Mining - Richard J. Roiger 2017-01-06
Data Mining: A Tutorial-Based Primer, Second Edition provides a comprehensive introduction to data mining with a focus on model building and testing, as well as on interpreting and validating results. The text guides students to understand how data mining can be employed to solve real problems and recognize whether a data mining solution is a feasible alternative for a specific problem. Fundamental data mining strategies, techniques, and evaluation methods are presented and implemented with the help of two well-known software tools. Several new topics have been added to the second edition including an introduction to Big Data and data analytics, ROC curves, Pareto lift charts, methods for handling large-sized, streaming and imbalanced data, support vector machines, and extended coverage of textual data

mining. The second edition contains tutorials for attribute selection, dealing with imbalanced data, outlier analysis, time series analysis, mining textual data, and more. The text provides in-depth coverage of RapidMiner Studio and Weka's Explorer interface. Both software tools are used for stepping students through the tutorials depicting the knowledge discovery process. This allows the reader maximum flexibility for their hands-on data mining experience.

Business Information Systems and Technology - Brian Lehaney 2011-04-29
Business information systems and business information technology are integral aspects of modern business, and managers in these areas are now expected to have knowledge of human and managerial issues, as well as technical ones. This concise and readable book is a level-by-level primer that addresses the core subjects in business information systems and business information technology to enhance students' understanding of the key areas. Each chapter begins with a case study and features at the end: a summary of major points, glossary of terms, suggested further reading and student activities. Some areas covered include: Different functional areas of business, including accounting, HRM and marketing Development and implementation of information systems Methods to support the analysis and design of policy and practice Strategic management to align information technology with organizational needs Covering the subject matter in a highly accessible manner, this is an ideal text for both undergraduate and masters students on business information systems, business information technology and business information management courses. This text is supplemented with over 900 detailed powerpoint slides for instructors, accessible via the Routledge Instructor Resource page at http://cw.routledge.com/textbooks/instructordownload/

Business Intelligence in Plain Language - Jeremy M. Kolb 2013-05-21
One day a man walked into Asgard Inc. and changed the company forever. Unlike anyone who came before, he remembered and understood data as naturally as a fish swims in water. The CEO was shocked at how well the man knew the company. He started posing questions to this man. Who are my best customers? Why is this product struggling? Where is my greatest growth happening? The man answered these and more. Using his understanding of data, he identified key new markets, he discovered the best places to invest capital, and he even predicted the future. Overnight Asgard Inc. changed. Where before the CEO relied on limited information and gut feelings, now true knowledge guided his actions. The CEO took the man's hand in gratitude and asked, "Who are you?" and he replied, "I am Business Intelligence." Business Intelligence(BI) is shrouded in mystery for a lot of us but it doesn't need to stay that way. Business Intelligence in Plain Language is a systematic exploration of this complicated tool. I'll teach you about what it does, how it works, and most importantly how you can benefit from it. In this book you will learn about: Business Intelligence Data Mining Data Warehousing Data Discovery Big Data Outlier Detection Pattern Recognition Predictive Modeling Data Transformation and much more This book is your practical guide to understanding and implementing Business Intelligence.

Data Mining and Analysis - Mohammed J. Zaki 2014-05-12
A comprehensive overview of data mining from an algorithmic perspective, integrating related concepts from machine learning and statistics.

A Manager's Primer on e-Networking - Dragan Nikolik 2012-09-10
The implementation of Enterprise Networks or e-Networking is of paramount importance for organisations. Enterprise-wide networking would warrant that the components of information architecture are organised to harness more out of the organisation's computing power on the desktop. This would also involve establishment of networks that link the various but important subsystems of the enterprise. Our firm belief is that in order to gain a competitive edge the organisations need knowledge and sound strategy. This conviction is particularly true today, considering the pressures from international competition, environmental concerns and complicated ethical issues. This book, entitled A Manager's Primer on e-Networking, negotiates the hyper dimensions of the Internet through stories from myriad of Web sites with its fluent presentation and simple but chronological organisation of topics highlighting numerous opportunities and providing a solid starting point not only for inexperienced entrepreneurs and managers but anyone interested in applying information technology in the business. I sincerely hope the book will help as well many small and medium size companies and organisations to launch corporate networking successfully in order to attain their strategic objectives. Rajiv Jayashankar, Ph. D.

Papua New Guinea Mineral, Mining Sector Investment and Business Guide Volume 1 Strategic Information and Regulations - IBP USA 2007-02-07

Papua New Guinea Mineral & Mining Sector Investment and Business Guide - Strategic and Practical Information

Introduction to Business - Patrice Flynn 2019-11-27
Do we need yet another textbook on business fundamentals when every publishing house has stacks of such books ready for sale? No, we do not need another standard textbook. What we need is a new kind of teaching tool that at once accommodates the modern-day classroom and exposes new century students to the contemporary world of global capitalism in which today's businesses operate. In primer form, Dr. Patrice Flynn clarifies the functional areas of business, a term used to describe what every businessperson needs to understand to be successful, from entrepreneurship to small business development, legal structure, going global, finance, big data, marketing, management, and more. This primer demonstrates how a master teacher teaches new century students, thus giving supremacy to pedagogy along with rigorous content. The primer can be used with both business students and the growing number of nonbusiness students interested in learning how business works before entering the world of work. Every student will come away not only with a sense of the business areas that pique their interest but also with a deeper understanding of business from which to craft next career steps.

Mining Your Own Business - Jeff Deal 2016-09-19
Practical guide for organization leaders, top-level executives. Industry experts explain in clear, understandable English. What data mining and predictive analytics are

Mining the Social Web - Matthew A. Russell 2018-12-04
Mine the rich data tucked away in popular social websites such as Twitter, Facebook, LinkedIn, and Instagram. With the third edition of this popular guide, data scientists, analysts, and programmers will learn how to glean insights from social media—including who's connecting with whom, what they're talking about, and where they're located—using Python code examples, Jupyter notebooks, or Docker containers. In part one, each standalone chapter focuses on one aspect of the social landscape, including each of the major social sites, as well as web pages, blogs and feeds, mailboxes, GitHub, and a newly added chapter covering Instagram. Part two provides a cookbook with two dozen bite-size recipes for solving particular issues with Twitter. Get a straightforward synopsis of the social web landscape Use Docker to easily run each chapter's example code, packaged as a Jupyter notebook Adapt and contribute to the code's open source GitHub repository Learn how to employ best-in-class Python 3 tools to slice and dice the data you collect Apply advanced mining techniques such as TFIDF, cosine similarity, collocation analysis, clique detection, and image recognition Build beautiful data visualizations with Python and JavaScript toolkits

Customer and Business Analytics - Daniel S. Putler 2015-09-15
Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R explains and demonstrates, via the accompanying open-source software, how advanced analytical tools can address various business problems. It also gives insight into some of the challenges faced when deploying these tools. Extensively classroom-tested, the text is ideal for students in customer and business analytics or applied data mining as well as professionals in small- to medium-sized organizations. The book offers an intuitive understanding of how different analytics algorithms work. Where necessary, the authors explain the underlying mathematics in an accessible manner. Each technique presented includes a detailed tutorial that enables hands-on experience with real data. The authors also discuss issues often encountered in applied data mining projects and present the CRISP-DM process model as a practical framework for organizing these projects. Showing how data mining can improve the performance of organizations, this book and its R-based software provide the skills and tools needed to successfully develop advanced analytics capabilities.

Process Mining in Action - Lars Reinkemeyer 2020-03-14
This book describes process mining use cases and business impact along the value chain, from corporate to local applications, representing the state of the art in domain know-how. Providing a set of industrial case studies and best practices, it complements academic publications on the topic. Further the book reveals the challenges and failures in order to offer readers practical insights and guidance on how to avoid the pitfalls and ensure successful operational deployment. The book is divided into three parts: Part I provides an introduction to the topic from fundamental principles to key success factors, and an overview of operational use cases. As a holistic description of process mining in a business

environment, this part is particularly useful for readers not yet familiar with the topic. Part II presents detailed use cases written by contributors from a variety of functions and industries. Lastly, Part III provides a brief overview of the future of process mining, both from academic and operational perspectives. Based on a solid academic foundation, process mining has received increasing interest from operational businesses, with many companies already reaping the benefits. As the first book to present an overview of successful industrial applications, it is of particular interest to professionals who want to learn more about the possibilities and opportunities this new technology offers. It is also a valuable resource for researchers looking for empirical results when considering requirements for enhancements and further developments.

Handbook of Statistical Analysis and Data Mining Applications - Robert Nisbet 2017-11-09
Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers, both academic and industrial, through all stages of data analysis, model building and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

Copper Curb and Mining Outlook - 1914

It's All Analytics - Part II - Scott Burk 2021-09-02
Up to 70% and even more of corporate Analytics Efforts fail!!! Even after these corporations have made very large investments, in time, talent, and money, in developing what they thought were good data and analytics programs. Why? Because the executives and decision makers and the entire analytics team have not considered the most important aspect of making these analytics efforts successful. In this Book II of "It's All Analytics!" series, we describe two primary things: 1) What this "most important aspect" consists of, and 2) How to get this "most important aspect" at the center of the analytics effort and thus make your analytics program successful. This Book II in the series is divided into three main parts: Part I, Organizational Design for Success, discusses .... The need for a complete company / organizational Alignment of the entire company and its analytics team for making its analytics successful. This means attention to the culture – the company culture culture!!! To be successful, the CEO's and Decision Makers of a company / organization must be fully cognizant of the cultural focus on 'establishing a center of excellence in analytics'. Simply, "culture – company culture" is the most important aspect of a successful analytics program. The focus must be on innovation, as this is needed by the analytics team to develop successful algorithms that will lead to greater company efficiency and increased profits. Part II, Data Design for Success, discusses ..... Data is the cornerstone of success with analytics. You can have the best analytics algorithms and models available, but if you do not have good data, efforts will at best be mediocre if not a complete failure. This Part II also goes further into data with descriptions of things like Volatile Data Memory Storage and Non-Volatile Data Memory Storage, in addition to things like data structures and data formats, plus considering things like Cluster Computing, Data Swamps, Muddy Data, Data Marts, Enterprise Data Warehouse, Data Reservoirs, and Analytic Sandboxes, and additionally Data Virtualization, Curated Data, Purchased Data, Nascent & Future Data, Supplemental Data, Meaningful Data, GIS (Geographic Information Systems) & Geo Analytics Data, Graph Databases, and Time Series Databases. Part II also considers Data Governance including Data Integrity, Data Security, Data Consistency, Data Confidence, Data Leakage, Data Distribution, and Data Literacy. Part III, Analytics Technology Design for Success, discusses .... Analytics Maturity and

aspects of this maturity, like Exploratory Data Analysis, Data Preparation, Feature Engineering, Building Models, Model Evaluation, Model Selection, and Model Deployment. Part III also goes into the nuts and bolts of modern predictive analytics, discussing such terms as AI = Artificial Intelligence, Machine Learning, Deep Learning, and the more traditional aspects of analytics that feed into modern analytics like Statistics, Forecasting, Optimization, and Simulation. Part III also goes into how to Communicate and Act upon Analytics, which includes building a successful Analytics Culture within your company / organization. All-in-all, if your company or organization needs to be successful using analytics, this book will give you the basics of what you need to know to make it happen.

Data Strategy and the Enterprise Data Executive - Peter Aiken 2017-06-06
Master a proven approach to create, implement, and sustain a data strategy. Pervasive, data is a unique organizational resource, and this distinction warrants its own strategy. Data, representing your single non-depletable, non-degradable, durable strategic asset, is likely also your most poorly leveraged and underutilized organizational asset. Lack of talent, barriers in organizational thinking, and seven specific data sins prevent most organizations from benefiting fully from their data asset investments. Solving these prerequisites will allow your organization to: Improve your organization's data; Improve the way your people use data; and Improve the way your people use data to achieve your organizational strategy. This method better focuses data and thinking in direct support of strategic objectives. After eliminating necessary prerequisites, organizations can develop a disciplined and repeatable means of improving their data, literacy, standards, and controls using data governance practices. Once in place, the process (based on the theory of constraints) becomes a variant of lather, rinse, and repeat. Several complementary concepts covered include: An overview of data strategy prerequisites; A repeatable process for identifying and removing data constraints; Why data strategy is necessary for effective data governance; Balancing operational results with capability development; An objective definition of data-centric thinking; and Ways to monetize these efforts.

Is Technology Making Us Sick?: A Primer for the 21st Century (The Big Idea Series) - Ian Douglas 2020-04-21
This new volume in The Big Idea series evaluates the impact of the increased use of technology in everyday life on society. Modern technology has undoubtedly enhanced our lives in numerous, powerful ways—we can now communicate in real time with friends and colleagues around the world, and do mundane tasks such as shopping or banking at a touch. But has there been a detrimental effect on our health and happiness? Is Technology Making Us Sick? assesses the impact of our increased screen time and everyday interactions with modern technology, the ways we relate to others, and on our mental and physical health. In Is Technology Making Us Sick?, expert Ian Douglas traces the development of human interaction with technology over the last thirty years. His in-depth analysis dissects the key issues, including the consequences of social media and gaming on self-esteem, brain development, anxiety levels, loneliness, depression, and personal relationships; and the impact on our stress levels of always being plugged into the internet. Ultimately, Is Technology Making Us Sick? offers strategies to combat habit-forming products and presents ways to take advantage of revolutionary technology without falling victim to its negative impacts.

Predictive Analytics for Marketers - Barry Leventhal 2018-02-03
Predictive analytics has revolutionized marketing practice. It involves using many techniques from data mining, statistics, modelling, machine learning and artificial intelligence, to analyse current data and make predictions about unknown future events. In business terms, this enables companies to forecast consumer behaviour and much more. Predictive Analytics for Marketers will guide marketing professionals on how to apply predictive analytical tools to streamline business practices. Including comprehensive coverage of an array of predictive analytic tools and techniques, this book enables readers to harness patterns from past data, to make accurate and useful predictions that can be converted to business success. Truly global in its approach, the insights these techniques offer can be used to manage resources more effectively across all industries and sectors. Written in clear, non-technical language, Predictive Analytics for Marketers contains case studies from the author's more than 25 years of experience and articles from guest contributors, demonstrating how predictive analytics has been used to successfully achieve a range of business purposes.

Business Intelligence and Data Mining - Anil Maheshwari 2014-12-31
"This book is a splendid and valuable addition to this subject. The whole book is well written and I have no hesitation to recommend that this can be adapted as a textbook for graduate courses in Business Intelligence and Data Mining." Dr. Edi Shivaji, Des Moines, Iowa "As a complete novice to this area just starting out on a MBA course I found the book incredibly useful and very easy to follow and understand. The concepts are clearly explained and make it an easy task to gain an understanding of the subject matter." -- Mr. Craig Domoney, South Africa. Business Intelligence and Data Mining is a conversational and informative book in the exploding area of Business Analytics. Using this book, one can easily gain the intuition about the area, along with a solid toolset of major data mining techniques and platforms. This book can thus be gainfully used as a textbook for a college course. It is also short and accessible enough for a busy executive to become a quasi-expert in this area in a couple of hours. Every chapter begins with a case-let from the real world, and ends with a case study that runs across the chapters.

Afghanistan Mineral & Mining Sector Investment and Business Guide Volume 1 Strategic Information and Regulations - IBP, Inc. 2016-11-29
Afghanistan Mineral, Mining Sector Investment and Business Guide - Strategic Information and Regulations

Research Methods and Data Analysis for Business Decisions - James E. Sallis 2021-10-30
This introductory textbook presents research methods and data analysis tools in non-technical language. It explains the research process and the basics of qualitative and quantitative data analysis, including procedures and methods, analysis, interpretation, and applications using hands-on data examples in QDA Miner Lite and IBM SPSS Statistics software. The book is divided into four parts that address study and research design; data collection, qualitative methods and surveys; statistical methods, including hypothesis testing, regression, cluster and factor analysis; and reporting. The intended audience is business and social science students learning scientific research methods, however, given its business context, the book will be equally useful for decision-makers in businesses and organizations.

Hearings, Reports and Prints of the House Select Committee on Small Business - United States. Congress. House. Select Committee on Small Business 1972

Web Data Mining - Bing Liu 2011-06-25
Liu has written a comprehensive text on Web mining, which consists of two parts. The first part covers the data mining and machine learning foundations, where all the essential concepts and algorithms of data mining and machine learning are presented. The second part covers the key topics of Web mining, where Web crawling, search, social network analysis, structured data extraction, information integration, opinion mining and sentiment analysis, Web usage mining, query log mining, computational advertising, and recommender systems are all treated both in breadth and in depth. His book thus brings all the related concepts and algorithms together to form an authoritative and coherent text. The book offers a rich blend of theory and practice. It is suitable for students, researchers and practitioners interested in Web mining and data mining both as a learning text and as a reference book. Professors can readily use it for classes on data mining, Web mining, and text mining. Additional teaching materials such as lecture slides, datasets, and implemented algorithms are available online.

Data Mining and Machine Learning - Mohammed J. Zaki 2019-12-31
The fundamental algorithms in data mining and machine learning form the basis of data science, utilizing automated methods to analyze patterns and models for all kinds of data in applications ranging from scientific discovery to business analytics. This textbook for senior undergraduate and graduate courses provides a comprehensive, in-depth overview of data mining, machine learning and statistics, offering solid guidance for students, researchers, and practitioners. The book lays the foundations of data analysis, pattern mining, clustering, classification and regression, with a focus on the algorithms and the underlying algebraic, geometric, and probabilistic concepts. New to this second edition is an entire part devoted to regression methods, including neural networks and deep learning.

Predictive Analytics, Data Mining and Big Data - S. Finlay 2014-07-01
This in-depth guide provides managers with a solid understanding of data and data trends, the opportunities that it can offer to businesses, and the dangers of these technologies. Written in an accessible style, Steven Finlay provides a contextual roadmap for developing solutions that deliver benefits to organizations.

Northwest Mining Journal - 1908

Data Preparation for Data Mining - Dorian Pyle 1999-03-22

This book focuses on the importance of clean, well-structured data as the first step to successful data mining. It shows how data should be prepared prior to mining in order to maximize mining performance.