

Introduction To Data Mining Pearson

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Description. Introduction to Data Mining presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. The text requires only a modest background in mathematics. Each major topic is organized into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms.

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In other situations, the questions that need to be answered cannot be addressed using existing data analysis techniques, and thus, new methods need to be developed. Data mining is a technology that blends traditional data analysis methods with sophisticated algorithms for processing large volumes of data.

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We used this book in a class which was my first academic introduction to data mining. The book's strengths are that it does a good job covering the field as it was around the 2008-2009 timeframe. Included are discussions of exploring data, classification, clustering, association analysis, cluster analysis, and anomaly detection.

Amazon.com: Introduction to Data Mining (9780321321367 ...

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Avoiding False Discoveries: A completely new addition in the second edition is a chapter on how to avoid false discoveries and produce valid results, which is novel among other contemporary textbooks on data mining. It supplements the discussions in the other chapters with a discussion of the statistical concepts (statistical significance, p-values, false discovery rate, permutation testing ...

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... a comprehensive introduction to data mining and is designed to be accessi-ble and useful to students, instructors, researchers, and professionals. Areas coveredincludedatapreprocessing,predi ctivemodeling,associationanalysis, clusteranalysis,anomalydetection,andavoidingfalsediscoveries.Thegoalis

INTRODUCTIONTODATAMINING - Pearson Education

Introduction 1. Discuss whether or not each of the following activities is a data mining task. (a) Dividing the customers of a company according to their gender. No. This is a simple database query. (b) Dividing the customers of a company according to their prof-itability. No. This is an accounting calculation, followed by the applica-tion of a threshold.

Introduction to Data Mining - University of Minnesota

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