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Learn Data Mining by doing data mining Data mining can be revolutionary-but only when it's done right. The powerful black box data mining software now available can produce disastrously mislead-ing results unless applied by a skilled and knowledgeable analyst. 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. Employing a "white box" methodology and with real-world case studies, this step-by-step guide walks readers through the various algorithms and statistical structures that underlie the software and presents examples of their operation on actual large data sets. Principal topics include: * Data preprocessing and classification * Exploratory analysis * Decision trees * Neural and Kohonen networks * Hierarchical and k-means clustering * Association rules * Model evaluation techniques Complete with scores of screenshots and diagrams to encourage graphical learning, Discovering Knowledge in Data: An Introduction to Data Mining gives students in Business, Computer Science, and Statistics as well as professionals in the field the power to turn any data warehouse into actionable knowledge. An Instructor's

Manual presenting detailed solutions to all the problems in the book is available online.

Apply powerful Data Mining Methods and Models to Leverage your Data for Actionable Results Data Mining Methods and Models provides: * The latest techniques for uncovering hidden nuggets of information * The insight into how the data mining algorithms actually work * The hands-on experience of performing data mining on large data sets Data Mining Methods and Models: * Applies a "white box" methodology, emphasizing an understanding of the model structures underlying the softwareWalks the reader through the various algorithms and provides examples of the operation of the algorithms on actual large data sets, including a detailed case study, "Modeling Response to Direct-Mail Marketing" * Tests the reader's level of understanding of the concepts and methodologies, with over 110 chapter exercises * Demonstrates the Clementine data mining software suite, WEKA open source data mining software, SPSS statistical software, and Minitab statistical software * Includes a companion Web site, www.dataminingconsultant.com, where the data sets used in the book may be downloaded, along with a comprehensive set of data mining resources. Faculty adopters of the book have access to an array of helpful resources, including solutions to all exercises, a PowerPoint(r) presentation of each chapter, sample data mining course projects and accompanying data sets, and multiple-choice chapter quizzes. With its emphasis on learning by doing, this is an excellent textbook for students in business, computer science, and statistics, as well as a problem-solving reference for data analysts and professionals in the field. An

Instructor's Manual presenting detailed solutions to all the problems in the book is available onlne.

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In this second edition, Discovering Statistics continues to offer a unique balance of computational methods and data interpretation, emphasizing the real-world relevance of statistics. Larose helps students develop their own statistical sense with a text that brings together high interest examples, exercises highlighting contemporary applications, and a number of features designed to build critical thinking skills and emphasize active learning (an important recommendation in the GAISE guidelines). MEDIA UPDATE—with LAUNCHPAD Discovering Statistics, Second Edition now has its own dedicated version of LaunchPad, featuring pre-built units for each chapter (easy to assign and customize), plus all of the book's media, intuitive and useful analytics, and a streamlined interface. LaunchPad can be used on its own or integrated with any learning management system. To order LaunchPad for free with this text please order bundle isbn 9781319037536.

The Book of R is a comprehensive, beginner-friendly guide to R, the world's most popular programming language for statistical analysis. Even if you have no programming experience and little more than a grounding in the basics of mathematics, you'll find everything you need

to begin using R effectively for statistical analysis. You'll start with the basics, like how to handle data and write simple programs, before moving on to more advanced topics, like producing statistical summaries of your data and performing statistical tests and modeling. You'll even learn how to create impressive data visualizations with R's basic graphics tools and contributed packages, like ggplot2 and ggvis, as well as interactive 3D visualizations using the rgl package. Dozens of hands-on exercises (with downloadable solutions) take you from theory to practice, as you learn: –The fundamentals of programming in R, including how to write data frames, create functions, and use variables, statements, and loops –Statistical concepts like exploratory data analysis, probabilities, hypothesis tests, and regression modeling, and how to execute them in R –How to access R's thousands of functions, libraries, and data sets –How to draw valid and useful conclusions from your data –How to create publication-quality graphics of your results Combining detailed explanations with real-world examples and exercises, this book will provide you with a solid understanding of both statistics and the depth of R's functionality. Make The Book of R your doorway into the growing world of data analysis.

This book introduces the reader to methods of data mining on the web, including uncovering patterns in web content (classification, clustering, language processing), structure (graphs, hubs, metrics), and usage (modeling, sequence analysis, performance).

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Discovering the Fundamentals of Statistics by Dan Larose is the ideal brief introductory statistics text that balances the teaching of computational skills with conceptual understanding. Written in a concise, accessible style, Discovering the Fundamentals of Statistics helps students develop the quantitative and analytical tools needed to understand statistics in today's data-saturated world. Dan Larose presents statistical concepts the way instructors teach and the way students learn.

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Based on Daniel Larose's more comprehensive Discovering Statistics, this new text provides a briefer, less expensive option for the traditional computational introduction to statistics. It is an ideal text for instructors who want their students to understand computational methods,

while also developing statistical reasoning and critical thinking skills.

Featuring several all-new chapters, revisions, and updates, the Second Edition of A Cultural Approach to Interpersonal Communication presents an interdisciplinary collection of key readings that explore how interpersonal communication is socially and culturally mediated. Includes key readings from the fields of cultural and linguistic anthropology, sociolinguistics, and communication studies Features new chapters that focus on digital media Offers new introductory chapters and an expanded toolkit of concepts that students may draw on to link culture, communication, and community Expands the Ethnographer's Toolkit to include an introduction to basic concepts followed by a range of ethnographic case studies

An easy-to-follow introduction to support vector machines This book provides an in-depth, easy-to-follow introduction to support vector machines drawing only from minimal, carefully motivated technical and mathematical background material. It begins with a cohesive discussion of machine learning and goes on to cover: Knowledge discovery environments Describing data mathematically Linear decision surfaces and functions Perceptron learning Maximum margin classifiers Support vector machines Elements of statistical learning theory Multi--class classification Regression with support vector machines Novelty detection Complemented with hands-on exercises, algorithm descriptions, and data sets, Knowledge Discovery with Support Vector Machines is an invaluable textbook for advanced undergraduate and graduate courses. It is also an excellent tutorial on support vector machines for professionals who are pursuing research in machine learning and related areas.

Learn methods of data analysis and their application to real-world data sets This updated second edition serves as an introduction to data mining methods and models, including association rules, clustering, neural networks, logistic regression, and multivariate analysis. The authors apply a unified "white box" approach to data mining methods and models. This approach is designed to walk readers through the operations and nuances of the various methods, using small data sets, so readers can gain an insight into the inner workings of the method under review. Chapters provide readers with hands-on analysis problems, representing an opportunity for readers to apply their newly-acquired data mining expertise to solving real problems using large, real-world data sets. Data Mining and Predictive Analytics: Offers comprehensive coverage of association rules, clustering, neural networks, logistic regression, multivariate analysis, and R statistical programming language Features over 750 chapter exercises, allowing readers to assess their understanding of the new material Provides a detailed case study that brings together the lessons learned in the book Includes access to the companion website, www.dataminingconsultant, with exclusive password-protected instructor content Data Mining and Predictive Analytics will appeal to computer science and statistic students, as well as students in MBA programs, and chief executives.

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Decision trees have become one of the most powerful and popular approaches in knowledge discovery and data mining; it is the science of exploring large and complex bodies of data in order to discover useful patterns. Decision tree learning continues to evolve over time. Existing methods are constantly being improved and new methods introduced.This 2nd Edition is dedicated entirely to the field of decision trees in data mining; to cover all aspects of this important technique, as well as improved or new methods and techniques developed after the publication of our first edition. In this new edition, all chapters have been revised and new topics brought in. New topics include Cost-Sensitive Active Learning, Learning with Uncertain and Imbalanced Data, Using Decision Trees beyond Classification Tasks, Privacy Preserving Decision Tree Learning, Lessons Learned from Comparative Studies, and Learning Decision Trees for Big Data. A walk-through guide to existing open--source data mining software is also included in this edition.This book invites readers to explore the many benefits in data mining that decision trees offer:

Learn data science by doing data science! Data Science Using Python and R will get you plugged into the world's two most widespread open-source platforms for data science: Python and R. Data science is hot. Bloomberg called data scientist "the hottest job in America." Python and R are the top two open-source data science tools in the world. In Data Science Using Python and R, you will learn step-by-step how to produce hands-on solutions to real-world business problems, using state-of-the-art techniques. Data Science Using Python and R is written for the general reader with no previous analytics or programming experience. An entire chapter is dedicated to learning the basics of Python and R. Then, each chapter presents step-by-step instructions and walkthroughs for solving data science problems using Python and R. Those with analytics experience will appreciate having a one-stop shop for learning how to do data science using Python and R. Topics covered include data preparation, exploratory data analysis, preparing to model the data, decision trees, model evaluation, misclassification costs, naïve Bayes classification, neural networks, clustering, regression modeling, dimension reduction, and association rules mining. Further, exciting new topics such as random forests and general linear models are also included. The book emphasizes data-driven error costs to enhance profitability, which avoids the common pitfalls that may cost a company millions of dollars. Data Science Using Python and R provides exercises at the end of every chapter, totaling over 500 exercises in the book. Readers will therefore have plenty of opportunity to test their newfound data science skills and expertise. In the Hands-on Analysis exercises, readers are challenged to solve interesting business problems using real-world data sets.

Discovering Statistics by Daniel Larose emphasizes the relevance of statistics in today's world. Balancing computational methods and data interpretation, Larose helps students think critically about statistics and develop their own statistical sense. Discovering Statistics shows students that statistics can be interesting, useful, and often fun! The author's friendly, conversational writing style appeals to students, helping them understand the meaning behind statistical data. Larose's approach to introductory statistics will appeal to instructors who want

their students to understand computational methods, while also developing statistical reasoning and critical thinking skills. Collecting, analyzing, and extracting valuable information froma large amount of data requires easily accessible, robust,computational and analytical tools. Data Mining and BusinessAnalytics with R utilizes the open source software R for theanalysis, exploration, and simplification of large high-dimensionaldata sets. As a result, readers are provided with the neededguidance to model and interpret complicated data and become adeptat building powerful models for prediction and classification. Highlighting both underlying concepts and practicalcomputational skills, Data Mining and Business Analytics withR begins with coverage of standard linear regression and theimportance of parsimony in statistical modeling. The book includesimportant topics such as penalty-based variable selection (LASSO);logistic regression; regression and classification trees;clustering; principal components and partial least squares; and theanalysis of text and network data. In addition, the bookpresents:
• A thorough discussion and extensive demonstration of thetheory behind the most useful data mining tools • Illustrations of how to use the outlined concepts inreal-world situations • Readily available additional data sets and related Rcode allowing readers to apply their own analyses to the discussedmaterials
• Numerous exercises to help readers with computing skillsand deepen their understanding of the material Data Mining and Business Analytics with R is an excellentgraduate-level textbook for courses on data mining and businessanalytics. The book is also a valuable reference for practitionerswho collect and analyze data in the fields of finance, operationsmanagement, marketing, and the information sciences.

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Dan Larose's Discovering Statistics is the ideal text for instructors who want to teach the basics of statistical computation as well as how to interpret and apply the results of those computations. Using real data, contemporary examples, step-by-step solutions, extensive pedagogy, and support for common statistical software options, the text familiarizes students with essential computational skills, while helping them build the conceptual understanding needed to interpret and explain their findings. As a result, Discovering Statistics helps students develop a solid and lasting "statistical sense" that will prove valuable throughout their academic and professional careers.