Visual Data Mining. Techniques and Tools for Data Visualization and Mining

Description:
Marketing analysts use data mining techniques to gain a reliable understanding of customer buying habits and then use that information to develop new marketing campaigns and products. Visual mining tools introduce a world of possibilities to a much broader and non-technical audience to help them solve common business problems.
- Explains how to select the appropriate data sets for analysis, transform the data sets into usable formats, and verify that the sets are error-free
- Reviews how to choose the right model for the specific type of analysis project, how to analyze the model, and present the results for decision making
- Shows how to solve numerous business problems by applying various tools and techniques
- Companion Web site offers links to data visualization and visual data mining tools, and real-world success stories using visual data mining

Contents:
Introduction.
Acknowledgments.
Trademarks.

PART 1: INTRODUCTION AND PROJECT PLANNING PHASE.
Introduction to Data Visualization and Visual Data Mining.
Step 1: Justifying and Planning the Data Visualization and Data Mining Project.
Step 2: Identifying the Top Business Questions.

PART 2: DATA PREPARATION PHASE.
Step 3: Choosing the Business Data Set.
Step 4: Transforming the Business Data Set.
Step 5: Verify the Business Data Set.

PART 4: DATA ANALYSIS PHASE AND SUMMARY.
Step 6: Choosing the Visualization or Visual Mining Tool.
Step 7: Analyzing the Visualization or Mining Tool.
Step 8: Verifying and Presenting the Visualizations or Mining Models.
The Future of Visual Data Mining.

Glossary.
References.
Index.

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