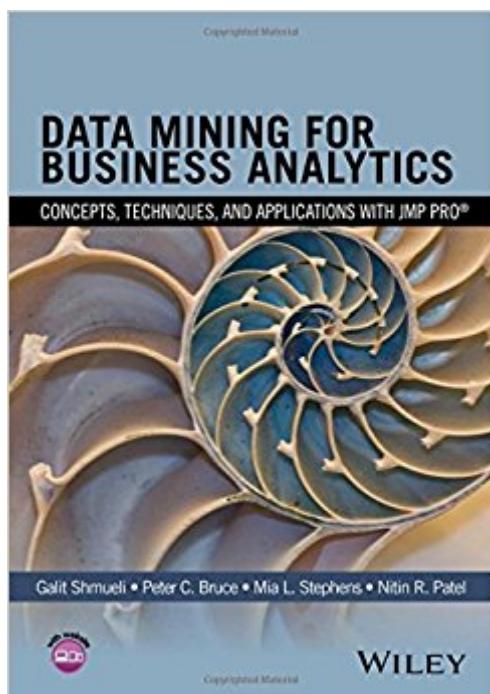


The book was found

# Data Mining For Business Analytics: Concepts, Techniques, And Applications With JMP Pro



## Synopsis

Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® presents an applied and interactive approach to data mining. Featuring hands-on applications with JMP Pro®, a statistical package from the SAS Institute, the book uses engaging, real-world examples to build a theoretical and practical understanding of key data mining methods, especially predictive models for classification and prediction. Topics include data visualization, dimension reduction techniques, clustering, linear and logistic regression, classification and regression trees, discriminant analysis, naive Bayes, neural networks, uplift modeling, ensemble models, and time series forecasting. Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® also includes: Detailed summaries that supply an outline of key topics at the beginning of each chapter End-of-chapter examples and exercises that allow readers to expand their comprehension of the presented material Data-rich case studies to illustrate various applications of data mining techniques A companion website with over two dozen data sets, exercises and case study solutions, and slides for instructors Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® is an excellent textbook for advanced undergraduate and graduate-level courses on data mining, predictive analytics, and business analytics. The book is also a one-of-a-kind resource for data scientists, analysts, researchers, and practitioners working with analytics in the fields of management, finance, marketing, information technology, healthcare, education, and any other data-rich field. Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks, and book chapters, including Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, also published by Wiley. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com) He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective and co-author of Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, both published by Wiley. Mia Stephens is Academic Ambassador at JMP®, a division of SAS Institute. Prior to joining SAS, she was an adjunct professor of statistics at the University of New Hampshire and a founding member of the North Haven Group LLC, a statistical training and consulting company. She is the co-author of

three other books, including *Visual Six Sigma: Making Data Analysis Lean*, Second Edition, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad, for 15 years. He is co-author of *Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®*, Third Edition, also published by Wiley.

## **Book Information**

Hardcover: 480 pages

Publisher: Wiley; 1 edition (June 13, 2016)

Language: English

ISBN-10: 1118877438

ISBN-13: 978-1118877432

Product Dimensions: 7.3 x 1.2 x 10.3 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 7 customer reviews

Best Sellers Rank: #72,591 in Books (See Top 100 in Books) #38 in Books > Business & Money > Economics > Econometrics #105 in Books > Computers & Technology > Business Technology > Software > Enterprise Applications #362 in Books > Textbooks > Science & Mathematics > Mathematics > Statistics

## **Customer Reviews**

*Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro®* presents an applied and interactive approach to data mining. Featuring hands-on applications with JMP Pro®, a statistical package from the SAS Institute, the book uses engaging, real-world examples to build a theoretical and practical understanding of key data mining methods, especially predictive models for classification and prediction. Topics include data visualization, dimension reduction techniques, clustering, linear and logistic regression, classification and regression trees, discriminant analysis, naive Bayes, neural networks, uplift modeling, ensemble models, and time series forecasting. *Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro®* also includes: Detailed summaries that supply an outline of key topics at the beginning of each chapter End-of-chapter examples and exercises that allow readers to expand their

comprehension of the presented material Data-rich case studies to illustrate various applications of data mining techniques A companion website with over two dozen data sets, exercises and case study solutions, and slides for instructors Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro® is an excellent textbook for advanced undergraduate and graduate-level courses on data mining, predictive analytics, and business analytics. The book is also a one-of-a-kind resource for data scientists, analysts, researchers, and practitioners working with analytics in the fields of management, finance, marketing, information technology, healthcare, education, and any other data-rich field. Galit Shmueli, PhD, is Distinguished Professor at National Tsing Hua University™s Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks, and book chapters, including Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, also published by Wiley. Peter C. Bruce is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com) He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of Introductory Statistics and Analytics: A Resampling Perspective and co-author of Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, both published by Wiley. Mia Stephens is Academic Ambassador at JMP®, a division of SAS Institute. Prior to joining SAS, she was an adjunct professor of statistics at the University of New Hampshire and a founding member of the North Haven Group LLC, a statistical training and consulting company. She is the co-author of three other books, including Visual Six Sigma: Making Data Analysis Lean, Second Edition, also published by Wiley. Nitin R. Patel, PhD, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad, for 15 years. He is co-author of Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, also published by Wiley.

I bought this a few months ago. I like how they take concepts a business person would see in real life, take you through the JMP steps. This book along with the data sets help you follow along and

increases understanding of the concepts. I would use this book in conjunction with other conceptual materials.

I purchased the Kindle version of this book, only to find tables cut off on the right margin and many bitmapped equations that were very difficult to read. I returned it, as I expect to be able to actually view the books I purchase. This has been a recurring problem with many Kindle mathematics books. They never seem to be able to get it right, and they seldom offer a sample that is large enough to assess the quality issues before purchase. I'm giving the book 5 stars, because this is not the fault of the authors and I didn't want to unfairly penalize the overall content ratings.

My biggest complaint about this book isn't so much the content, it is the publisher's poor ebook delivery. This book is not edited to take advantage of Kindle Textbooks. It does not contain page numbers, which makes it a challenge to reference when talking with other readers who have the physical book. It is difficult to navigate without page support as well. And in some cases tables and figures are truncated. Other books I have bought by this publisher do not suffer these problems, it does not make sense why this one does.

Poor book. It does not go into the details of how to use the software nor how to apply the theory.

Kindle edition textbooks should be exact replicas of the actual paper textbook, with page numbers and layout that are identical. If one needs to increase the size of the text image or figures, then a simple two-finger gesture to zoom the image should be adequate. This Kindle edition is constructed in the same poor fashion that electronic textbooks used to be in that the text can be enlarged, but there are no page numbers. The resolution of enlarged figures is very, very poor. , how can you continue to provide sub optimal Kindle versions of textbooks that actually need to be read by students and scholars? There is no acceptable excuse for this. Unless you absolutely need the Kindle version due to your situation (I live overseas and am enrolled in an online MBA program...receiving textbooks by mail is simply not practical), then I strongly discourage you from buying this edition. Only if it sells poorly will and the publisher realize that they need to pony up and do a better job. It should be astonishingly easy to do so. Again, DO NOT BUY THIS KINDLE EDITION.

I have taught, and teach, a two-course data mining sequence for the MBA business analytics

specialization at my university using Dr. Shmueli's Data Mining for Business Analytics and Practical Time Series Forecasting textbooks. Both the supporting materials and the textbooks are high-quality products that match up well with the mathematical facility and technical skills of my students. The exposition is accessible to students with a wide range of backgrounds, and balanced between enough mathematics to explain the methods but not so much that it raises barriers to understanding. I looked far and wide for comparable texts, but I know of no other combination that meets the needs of my students as well as these two texts. I unhesitatingly recommend them both.

Not at all recommended. Had to buy as it was required by the course. Not for anyone who wants to learn the concepts

[Download to continue reading...](#)

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro Big Data For Business: Your Comprehensive Guide to Understand Data Science, Data Analytics and Data Mining to Boost More Growth and Improve Business - Data Analytics Book, Series 2 Data Analytics: Applicable Data Analysis to Advance Any Business Using the Power of Data Driven Analytics (Big Data Analytics, Data Science, Business Intelligence Book 6) Analytics: Business Intelligence, Algorithms and Statistical Analysis (Predictive Analytics, Data Visualization, Data Analytics, Business Analytics, Decision Analysis, Big Data, Statistical Analysis) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data Book 1) Data Analytics and Python Programming: 2 Bundle Manuscript: Beginners Guide to Learn Data Analytics, Predictive Analytics and Data Science with Python Programming Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner Data Analytics For Beginners: Your Ultimate Guide To Learn and Master Data Analysis. Get Your Business Intelligence Right â“ Accelerate Growth and Close More Sales (Data Analytics Book Series) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Data Mining: Concepts and Techniques, Third Edition (The Morgan Kaufmann Series in Data Management Systems) The Analytics Revolution: How to Improve Your Business By Making Analytics Operational In The Big Data Era Data Science

and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Data Classification: Algorithms and Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning (FT Press Analytics) R for Everyone: Advanced Analytics and Graphics (2nd Edition) (Addison-Wesley Data & Analytics Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)