Data Mining and Business Intelligence: A Guide to Productivity

Stephan Kudyba, Richard Hoptroff

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An overview of data mining technology and how it is applied in a business environment. Methodologies are described that solve a variety of business problems and enhance firm-level efficiency in a less technical, managerial style. The book also incorporates the data mining process into the spectrum of complementary technologies that together comprise corporate information systems that promote "business intelligence". Business intelligence involves the proliferation of value-added information throughout a given enterprise through the use of various software applications that promote efficiency for the firm.

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