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Data mining techniques : for marketing, sales, and customer relationship management

Berry, Michael J.A.

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Abstrak

this book is aimed at current and future data mining practitioners. It is not meant for software developers looking for detailed instructions on how to implement the various data mining algorithms nor for researchers trying to improve upon those algorithms. Ideas are presented in nontechnical language with minimal use of mathematical formulas and arcane jargon. Each data mining technique is shown in a real business context with examples of its use taken from real data mining engagements.