

Data Mining Cookbook Modeling Data For Marketing Risk And Customer Relationship Management

Contemporary Perspectives in Data Mining, Volume 1 Kenneth D. Lawrence 2013-04-01 The series, Contemporary Perspectives on Data Mining, is composed of blind refereed scholarly research methods and applications of data mining. This series will be targeted both at the academic community, as well as the business practitioner. Data mining seeks to discover knowledge from vast amounts of data with the use of statistical and mathematical techniques. The knowledge is extracted from this data by examining the patterns of the data, whether they be associations of groups or things, predictions, sequential relationships between time order events or natural groups. Data mining applications are seen in finance (banking, brokerage, insurance), marketing (customer relationships, retailing, logistics, travel), as well as in manufacturing, health care, fraud detection, home-land security, and law enforcement.

Risk Analytics Eduardo Rodriguez 2023-08-08 The 2022 World Economic Forum surveyed 1,000 experts and leaders who indicated their risk perception that the earth's conditions for humans are a main concern in the next 10 years. This means environmental risks are a priority to study in a formal way. At the same time, innovation risks are present in the minds of leaders, new knowledge brings new risk, and the adaptation and adoption of risk knowledge is required to better understand the causes and effects can have on technological risks. These opportunities require not only adopting new ways of managing and controlling emerging processes for society and business, but also adapting organizations to changes and managing new risks. Risk Analytics: Data-Driven Decisions Under Uncertainty introduces a way to analyze and design a risk analytics system (RAS) that integrates multiple approaches to risk analytics to deal with diverse types of data and problems. A risk analytics system is a hybrid system where human and artificial intelligence interact with a data gathering and selection process that uses multiple sources to the delivery of guidelines to make decisions that include humans and machines. The RAS system is an integration of components, such as data architecture with diverse data, and a risk analytics process and modeling process to obtain knowledge and then determine actions through the new knowledge that was obtained. The use of data analytics is not only connected to risk modeling and its implementation, but also to the development of the actionable knowledge that can be represented by text in documents to define and share explicit knowledge and guidelines in the organization for strategy implementation. This book moves from a review of data to the concepts of a RAS. It reviews RAS system components required to support the creation of competitive advantage in organizations through risk analytics. Written for executives, analytics professionals, risk management professionals, strategy professionals, and postgraduate students, this book shows a way to implement the analytics process to develop a risk management practice that creates an adaptive competitive advantage under uncertainty.

Customer Segmentation and Clustering Using SAS Enterprise Miner, Third Edition Randall S. Collica 2017-03-23 A working guide that uses real-world data, this step-by-step resource will show you how to segment customers more intelligently and achieve the one-to-one customer relationship that your business needs. --

Effective CRM using Predictive Analytics Antonios Chorianopoulos 2016-01-19 A step-by-step guide to data mining applications in CRM. Following a handbook approach, this book bridges the gap between analytics and their use in everyday marketing, providing guidance on solving real business problems using data mining techniques. The book is organized into three parts. Part one provides a methodological roadmap, covering both the business and the technical aspects. The data mining process is presented in detail along with specific guidelines for the development of optimized acquisition, cross/ deep/ up selling and retention campaigns, as well as effective customer segmentation schemes. In part two, some of the most useful data mining algorithms are explained in a simple and comprehensive way for business users with no technical expertise. Part three is packed with real world case studies which employ the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Case studies from industries including banking, retail and telecommunications are presented in detail so as to serve as templates for developing similar applications. Key Features: Includes numerous real-world case studies which are presented step by step, demystifying the usage of data mining models and clarifying all the methodological issues. Topics are presented with the use of three leading data mining tools: IBM SPSS Modeler, RapidMiner and Data Mining for Excel. Accompanied by a website featuring material from each case study, including datasets and relevant code. Combining data mining and business knowledge, this practical book provides all the necessary information for designing, setting up, executing and deploying data mining techniques in CRM. Effective CRM using Predictive Analytics will benefit data mining practitioners and consultants, data analysts, statisticians, and CRM officers. The book will also be useful to academics and students interested in applied data mining.

Advances in Knowledge Discovery and Data Mining Ming-Syan Cheng 2003-08-01 Knowledge discovery and data mining have become areas of growing significance because of the recent increasing demand for KDD techniques, including those used in machine learning, databases, statistics, knowledge acquisition, data visualization, and high performance computing. In view of this, and following the success of the five previous PAKDD conferences, the sixth Pacific-Asia Conference on Knowledge Discovery and Data Mining (PAKDD 2002) aimed to provide a forum for the sharing of original research results, innovative ideas, state-of-the-art developments, and implementation experiences in knowledge discovery and data mining among researchers in academic and industrial organizations. Much work went into preparing a program of high quality. We received 128 submissions. Every paper was reviewed by 3 program committee members, and 32 were selected as regular papers and 20 were selected as short papers, representing a 25% acceptance rate for regular papers. The PAKDD 2002 program was further enhanced by two keynote speeches, delivered by Vipin Kumar from the Univ. of Minnesota and Rajeev Rastogi from AT&T. In addition, PAKDD 2002 was complemented by three tutorials, XML and data mining (by Kyuseok Shim and Surajit Chadhuri), mining customer data across various customer touchpoints at-commerce sites (by Jaideep Srivastava), and data clustering analysis, from simple groupings to scalable clustering with constraints (by Osmar Zaiane and Andrew Foss).

Advances in Customer Relationship Management Daniel Catalan-Matamoros 2012-04-11 Customer relationship management (CRM) strategies have become increasingly important worldwide due to changes in expectations from customers as well as changes in the nature of markets. This book puts forth a conceptualization that attempts to not only outline CRM's domain but also to reconcile the divergent perspectives found in the academic and popular literature. Readers can see through measurable data-containing examples how the theory is applied with great success by various real-life examples. This book presents innovative proven methods for determining whether a CRM strategy for changing the way a company provides service (by adding new technology, processes, and procedures) will realize the return on the investment projected. It could be a great help to CRM personnel, student, managers and any one that works directly or indirectly with customers.

Encyclopedia of Data Warehousing and Mining Wang, John 2005-06-30 Data Warehousing and Mining (DWM) is the science of managing and analyzing large datasets and discovering novel patterns and in recent years has emerged as a particularly exciting and industrially relevant area of research. Prodigious amounts of data are now being generated in domains as diverse as market research, functional genomics and pharmaceuticals; intelligently analyzing these data, with the aim of answering crucial questions and helping make informed decisions, is the challenge that lies ahead. The Encyclopedia of Data Warehousing and Mining provides a comprehensive, critical and descriptive examination of concepts, issues, trends, and challenges in this rapidly expanding field of data warehousing and mining (DWM). This encyclopedia consists of more than 350 contributors from 32 countries, 1,800 terms and definitions, and more than 4,400 references. This authoritative publication offers in-depth coverage of evolutions, theories, methodologies, functionalities, and applications of DWM in such interdisciplinary industries as healthcare informatics, artificial intelligence, financial modeling, and applied statistics, making it a single source of knowledge and latest discoveries in the field of DWM.

Integrated Computing Technology Estevam Rafael Hruschka 2011-06-24 This book constitutes the refereed proceedings of the First International Conference on Integrated Computing Technology, INTECH 2011, held in Sao Carlos, Brazil, in May/ June 2011. The 14 revised full papers presented were carefully reviewed and selected from 103 submissions. The conference fosters discussions in integrating models, framework, designs, content, networks and the knowledge through more robust and high quality research.

Applied Data Mining Paolo Giudici 2005-09-27 Data mining can be defined as the process of selection, exploration and modelling of large databases, in order to discover models and patterns. The increasing availability of data in the current information society has led to the need for valid tools for its modelling and analysis. Data mining and applied statistical methods are the appropriate tools to extract such knowledge from data. Applications occur in many different fields, including statistics, computer science, machine learning, economics, marketing and finance. This book is the first to describe applied data mining methods in a consistent statistical framework, and then show how they can be applied in practice. All the methods described are either computational, or of a statistical modelling nature. Complex probabilistic models and mathematical tools are not used, so the book is accessible to a wide audience of students and industry professionals. The second half of the book consists of nine case studies, taken from the author's own work in industry, that demonstrate how the methods described can be applied to real problems. Provides a solid introduction to applied data mining methods in a consistent statistical framework Includes coverage of classical, multivariate and Bayesian statistical methodology Includes many recent developments such as web mining, sequential Bayesian analysis and memory based reasoning Each statistical method described is illustrated with real life applications Features a number of detailed case studies based on applied projects within industry Incorporates discussion on software used in data mining, with particular emphasis on SAS Supported by a website featuring data sets, software and additional material Includes an extensive bibliography and pointers to further reading within the text Author has many years experience teaching introductory and multivariate statistics and data mining, and working on applied projects within industry A valuable resource for advanced undergraduate and graduate students of applied statistics, data mining, computer science and economics, as well as for professionals working in industry on projects involving large volumes of data - such as in marketing or financial risk management.

Hybrid Artificial Intelligent Systems Emilio Corchado 2011-05-25 The two LNAI volumes 6678 and 6679 constitute the proceedings of the 6th International Conference on Hybrid Artificial Intelligent Systems, HAIS 2011, held in Wroclaw, Poland, in May 2011. The 114 papers published in these proceedings were carefully reviewed and selected from 241 submissions. They are organized in topical sessions on hybrid intelligence systems on logistics and intelligent optimization; metaheuristics for combinatorial optimization and modelling complex systems; hybrid systems for context-based information fusion; methods of classifier fusion; intelligent systems for data mining and applications; systems, man, and cybernetics; hybrid artificial intelligence systems in management of production systems; hybrid artificial intelligent systems for medical applications; and hybrid intelligent approaches in cooperative multi-robot systems.

Advances in Technology and Management Haenakon Kim 2012-05-11 This book *Advances in Technology and Management* contains 116 full length papers presented at the International Conference on Technology and Management, held on June 12-13, 2012, Jeju-Island, Korea. The goal of ICTAM 2012 is to bring together researchers working in many different areas of technology and management to foster international collaborations and exchange of new ideas. This volume can be divided into two sections on the basis of the classification of manuscripts considered. The first section deals with technology. The second section of this volume consists of management.

Computational Collective Intelligence. Semantic Web, Social Networks and Multiagent Systems Ryszard Kowalczyk 2009-10-04 Computational collective intelligence (CCI) is most often understood as a subfield of artificial intelligence (AI) dealing with soft computing methods that enable group decisions to be made or knowledge to be processed among autonomous units acting in distributed environments. The needs for CCI techniques and tools have grown significantly recently as many information systems work in distributed environments and use distributed resources. Web-based systems, social networks and multi-agent systems very often need these tools for working out consistent knowledge states, resolving conflicts and making decisions. Therefore, CCI is of great importance for today's and future distributed systems. Methodological, theoretical and practical aspects of computational collective intelligence, such as group decision making, collective action coordination, and knowledge integration, are considered as the form of intelligence that emerges from the collaboration and competition of many individuals (artificial and/or natural). The application of multiple computational intelligence technologies such as fuzzy systems, evolutionary computation, neural systems, consensus theory, etc. , can support human and other collective intelligence and create new forms of CCI in natural and/or artificial systems.

A Practical Guide to Data Mining for Business and Industry Andrea Ahlemeyer-Stubbe 2014-05-12 Data mining is well on its way to becoming a recognized discipline in the overlapping areas of IT, statistics, machine learning, and AI. *Practical Data Mining for Business* presents a user-friendly approach to data mining methods, covering the typical uses to which it is applied. The methodology is complemented by case studies to create a versatile reference book, allowing readers to look for specific methods as well as for specific applications. The book is formatted to allow statisticians, computer scientists, and economists to cross-reference from a particular application or method to sectors of interest.

Making Sense of Data II Glenn J. Myatt 2009-03-04 A hands-on guide to making valuable decisions from data using advanced data mining methods and techniques This second installment in the *Making Sense of Data* series continues to explore a diverse range of commonly used approaches to making and communicating decisions from data. Delving into more technical topics, this book equips readers with advanced data mining methods that are needed to successfully translate raw data into smart decisions across various fields of research including business, engineering, finance, and the social sciences. Following a comprehensive introduction that details how to define a problem, perform an analysis, and deploy the results, *Making Sense of Data II* addresses the following key techniques for advanced data analysis: Data Visualization reviews principles and methods for understanding and communicating data through the use of visualization including single variables, the relationship between two or more variables, groupings in data, and dynamic approaches to interacting with data through graphical user interfaces. Clustering outlines common approaches to clustering data sets and provides detailed explanations of methods for determining the distance between observations and procedures for clustering observations. Agglomerative hierarchical clustering, partitioned-based clustering, and fuzzy clustering are also discussed. Predictive Analytics presents a discussion on how to build and assess models, along with a series of predictive analytics that can be used in a variety of situations including principal component analysis, multiple linear regression, discriminate analysis, logistic regression, and Naïve Bayes. Applications demonstrates the current uses of data mining across a wide range of industries and features case studies that illustrate the related applications in real-world scenarios. Each method is discussed within the context of a data mining process including defining the problem and deploying the results, and readers are provided with guidance on when and how each method should be used. The related Web site for the series (www.makingsenseofdata.com) provides a hands-on data analysis and data mining experience. Readers wishing to gain more practical experience will benefit from the tutorial section of the book in conjunction with the Traceis™ software, which is freely available online. With its comprehensive collection of advanced data mining methods coupled with tutorials for applications in a range of fields, *Making Sense of Data II* is an indispensable book for courses on data analysis and data mining at the upper-undergraduate and graduate levels. It also serves as a valuable reference for researchers and professionals who are interested in learning how to accomplish effective decision making from data and understanding if data analysis and data mining methods could help their organization.

Social and Political Implications of Data Mining: Knowledge Management in E-Government Rahman, Hakikur 2009-02-28 "This book focuses on the data mining and knowledge management implications that lie within online government"--Provided by publisher.

Intelligent and Evolutionary Systems Mitsuo Gen 2009-02-18 Artificial evolutionary systems are computer systems, inspired by ideas from natural evolution and related phenomena. The field has a long history,

dating back to the earliest days of computer science, but it has only become an established scientific and engineering discipline since the 1990s, with packages for the commonest form, genetic algorithms, now widely available. Researchers in the Asia-Pacific region have participated strongly in the development of evolutionary systems, with a particular emphasis on the evolution of intelligent solutions to highly complex problems. The Asia-Pacific Symposia on Intelligent and Evolutionary Systems have been an important contributor to this growth in impact, since 1997 providing an annual forum for exchange and dissemination of ideas. Participants come primarily from East Asia and the Western Pacific, but contributions are welcomed from around the World. This volume features a selection of fourteen of the best papers from recent APSIES. They illustrate the breadth of research in the region, with applications ranging from business to medicine, from network optimization to the promotion of innovation.

Data Mining: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2012-11-30 Data mining continues to be an emerging interdisciplinary field that offers the ability to extract information from an existing data set and translate that knowledge for end-users into an understandable way. *Data Mining: Concepts, Methodologies, Tools, and Applications* is a comprehensive collection of research on the latest advancements and developments of data mining and how it fits into the current technological world.

Hybrid Artificial Intelligent Systems Emilio S. Corchado Rodriguez 2012-03-15 The two LNAI volumes 7208 and 7209 constitute the proceedings of the 7th International Conference on Hybrid Artificial Intelligent Systems, HAIS 2012, held in Salamanca, Spain, in March 2012. The 118 papers published in these proceedings were carefully reviewed and selected from 293 submissions. They are organized in topical sessions on agents and multi agents systems, HAIS applications, cluster analysis, data mining and knowledge discovery, evolutionary computation, learning algorithms, systems, man, and cybernetics by HAIS workshop, methods of classifier fusion, HAIS for computer security (HAISFCS), data mining: data preparation and analysis, hybrid artificial intelligence systems in management of production systems, hybrid artificial intelligent systems for ordinal regression, hybrid metaheuristics for combinatorial optimization and modelling complex systems, hybrid computational intelligence and lattice computing for image and signal processing and nonstationary models of pattern recognition and classifier combinations.

Introduction to Service Engineering Waldemar Karwowski 2010-01-12 What you need to know to engineer the global service economy. As customers and service providers create new value through globally interconnected service enterprises, service engineers are finding new opportunities to innovate, design, and manage the service operations and processes of the new service-based economy. *Introduction to Service Engineering* provides the tools and information a service engineer needs to fulfill this critical new role. The book introduces engineers as well as students to the fundamentals of the theory and practice of service engineering, covering the characteristics of service enterprises, service design and operations, customer service and service quality, web-based services, and innovations in service systems. Readers explore such key aspects of service engineering as: The role of service science in developing a smarter planet Service enterprises, including: enterprise value creation, architecture of service organizations, service enterprise modeling, and the application of methods of systems engineering to services Service design, including collaborative e-service systems and the new service development process Service operations and management, including service call centers Service quality, from design operations to customer relations Web-based services and technology in the global e-organization Innovation in service systems from service engineering to integrative solutions, service-oriented architecture solutions, and technology transfer streams With chapters written by fifty-seven specialists and edited by bestselling authors Gavriel Salvendy and Waldemar Karwowski, *Introduction to Service Engineering* uses numerous examples, problems, and real-world case studies to help readers master the knowledge and the skills required to succeed in service engineering.

Statistics Thomas Hill 2006 This - one of a kind - book offers a comprehensive, almost encyclopedic presentation of statistical methods and analytic approaches used in science, industry, business, and data mining, written from the perspective of the real-life practitioner ("consumer") of these methods.

Cases in Call Center Management Richard Feinberg 2005 Written by authorities on the call center industry, this book brings to light the strategic importance of call centers in today's business world. As interactions with customers move away from person-to-person the call center is becoming a vital force for corporate marketing and communication.

Data Mining Cookbook Olivia Parr Rud 2001-06-01 Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.

Advances in Information Systems Development: Anders G. Nilsson 2010-07-15 The two-volume *Advances in Information Systems Development: Bridging the Gap between Academia and Industry* constitutes the collected proceedings of the Fourteenth International Conference on Information Systems Development: Methods and Tools, Theory and Practice - ISD'2005 Conference. The focus of these volumes is to examine the exchange of ideas between academia and industry and aims to explore new solutions. The proceedings follow the seven conference tracks highlighted at the Conference: Co-design of Business and IT; Communication and Methods; Human Values of Information Technology; Service Development and IT; Requirements Engineering in the IS Life-Cycle; Semantic Web Approaches and Applications; and Management and IT.

Banking, Finance, and Accounting: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources 2014-07-31 With the global economy still in recovery, it is more important than ever for individuals and organizations to be aware of their money and its potential for both depreciation and growth. *Banking, Finance, and Accounting: Concepts, Methodologies, Tools, and Applications* investigates recent advances and undertakings in the financial industry to better equip all members of the world economy with the tools and insights needed to weather any shift in the economic climate. With chapters on topics ranging from investment portfolios to credit unions, this multi-volume reference source will serve as a crucial resource for managers, investors, brokers, and all others within the banking industry.

Data Wrangling M. Niranjanamurthy 2023-06-16 DATA WRANGLING Written and edited by some of the world's top experts in the field, this exciting new volume provides state-of-the-art research and latest technological breakthroughs in data wrangling, its theoretical concepts, practical applications, and tools for solving everyday problems. Data wrangling is the process of cleaning and unifying messy and complex data sets for easy access and analysis. This process typically includes manually converting and mapping data from one raw form into another format to allow for more convenient consumption and organization of the data. Data wrangling is increasingly ubiquitous at today's top firms. Data cleaning focuses on removing inaccurate data from your data set whereas data wrangling focuses on transforming the data's format, typically by converting "raw" data into another format more suitable for use. Data wrangling is a necessary component of any business. Data wrangling solutions are specifically designed and architected to handle diverse, complex data at any scale, including many applications, such as Datameer, Infogix, Paxata, Talend, Tamr, TMMData, and Trifacta. This book synthesizes the processes of data wrangling into a comprehensive overview, with a strong focus on recent and rapidly evolving agile analytic processes in data-driven enterprises, for businesses and other enterprises to use to find solutions for their everyday problems and practical applications.

Whether for the veteran engineer, scientist, or other industry professional, this book is a must have for any library.

Internet Research Annual Mia Consalvo 2004 *Internet Research Annual* offers a selection of the best work presented at the first three conferences of the Association of Internet Researchers, and provides a useful overview of the cutting-edge in Internet studies. Established scholars and new researchers address issues such as communities on/off line, the Internet as a methodological tool and space for research, and the places, politics, and policies of the Internet, creating a volume that comprehensively covers the field of Internet research. Also included are a brief history of the organization, a list of previously published papers from the conferences, and works by several of the keynote speakers including Phil Agre, Barbara Warnick, Bill Dutton, Sheizaf Rafaeli, Susan Herring, Robin Mansell, and much more.

PRICAI 2006: Trends in Artificial Intelligence Quiang Yang 2008-02-20 This book constitutes the refereed proceedings of the 9th Pacific Rim International Conference on Artificial Intelligence, PRICAI 2006, held in Guilin, China in August 2006. The book presents 81 revised full papers and 87 revised short papers together with 3 keynote talks. The papers are organized in topical sections on intelligent agents, automated reasoning, machine learning and data mining, natural language processing and speech recognition, computer vision, perception and animation, and more.

Managing Bank Risk Morton Glantz 2003 Featuring new credit engineering tools, "Managing Bank Risk" combines innovative analytic methods with traditional credit management processes. Professor Glantz provides print and electronic risk-measuring tools that ensure credits are made in accordance with bank policy and regulatory requirements, giving bankers with the data necessary for judging asset quality and value.

Advanced Database Marketing Koen W. De Bock 2016-03-23 While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management. An impressive list of contributors including many of the thought-leaders in database marketing from across the world bring together chapters that combine the best academic research and business applications. The result is a definitive guide and reference for marketing and brand analysts, masters students, teachers and researchers in marketing analytics. The proliferation of marketing platforms and channels and the complexity of customer interactions create an urgent need for a multidisciplinary and analytical toolkit. Advanced Database Marketing is a resource to enable marketers to achieve insights and increased financial performance; to provide them with the capability to implement and evaluate approaches to marketing that will meet, in equal measure, the changing needs of customers and the businesses that serve them.

Data Mining Cookbook Olivia Parr Rud 2001-01 Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.

Proceedings of the XV International symposium Symorg 2016 Ondrej Jaško 2016-06-03

Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner Olivia Parr-Rud 2014-10 This tutorial for data analysts new to SAS Enterprise Guide and SAS Enterprise Miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries. This beginner's guide with clear, illustrated, step-by-step instructions will lead you through examples based on business case studies. You will formulate the business objective, manage the data, and perform analyses that you can use to optimize marketing, risk, and customer relationship management, as well as business processes and human resources. Topics include descriptive analysis, predictive modeling and analytics, customer segmentation, market analysis, share-of-wallet analysis, penetration analysis, and business intelligence. -

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Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner Olivia Parr-Rud 2014-10-01 This tutorial for data analysts new to SAS Enterprise Guide and SAS Enterprise Miner provides valuable experience using powerful statistical software to complete the kinds of business analytics common to most industries. Today's businesses increasingly use data to drive decisions that keep them competitive. Especially with the influx of big data, the importance of data analysis to improve every dimension of business cannot be overstated. Data analysts are therefore in demand; however, many hires and prospective hires, although talented with respect to business and statistics, lack the know-how to perform business analytics with advanced statistical software. Business Analytics Using SAS Enterprise Guide and SAS Enterprise Miner is a beginner's guide with clear, illustrated, step-by-step instructions that will lead you through examples based on business case studies. You will formulate the business objective, manage the data, and perform analyses that you can use to optimize marketing, risk, and customer relationship management, as well as business processes and human resources. Topics include descriptive analysis, predictive modeling and analytics, customer segmentation, market analysis, share-of-wallet analysis, penetration analysis, and business intelligence. This book is part of the SAS Press program.

International Joint Conference SOCO'13-CISIS'13-ICEUTE'13 Álvaro Herrero 2013-08-13 This volume of Advances in Intelligent and Soft Computing contains accepted papers presented at SOCO 2013, CISIS 2013 and ICEUTE 2013, all conferences held in the beautiful and historic city of Salamanca (Spain), in September 2013. Soft computing represents a collection or set of computational techniques in machine learning, computer science and some engineering disciplines, which investigate, simulate, and analyze very complex issues and phenomena. After a thorough peer-review process, the 8th SOCO 2013 International Program Committee selected 40 papers which are published in these conference proceedings, and represents an acceptance rate of 41%. In this relevant edition a special emphasis was put on the organization of special sessions. Four special sessions were organized related to relevant topics as: Systems, Man, and Cybernetics, Data Mining for Industrial and Environmental Applications, Soft Computing Methods in Bioinformatics, and Soft Computing Methods, Modelling and Simulation in Electrical Engineer. The aim of the 6th CISIS 2013 conference is to offer a meeting opportunity for academic and industry-related researchers belonging to the various, vast communities of Computational Intelligence, Information Security, and Data Mining. The need for intelligent, flexible behaviour by large, complex systems, especially in mission-critical domains, is intended to be the catalyst and the aggregation stimulus for the overall event. After a thorough peer-review process, the CISIS 2013 International Program Committee selected 23 papers which are published in these conference proceedings achieving an acceptance rate of 39%. In the case of 4th ICEUTE 2013, the International Program Committee selected 11 papers which are published in these conference proceedings. The selection of papers was extremely rigorous in order to maintain the high quality of the conference and we would like to thank the members of the Program Committees for their hard work in the reviewing process. This is a crucial process to the creation of a high standard conference and the SOCO, CISIS and ICEUTE conferences would not exist without their help.

Multivariate and Probabilistic Analyses of Sensory Science Problems Jean-François Meulenet 2008-02-28 Sensory scientists are often faced with making business decisions based on the results of complex sensory tests involving a multitude of variables. Multivariate and Probabilistic Analyses of Sensory Science Problems explains the multivariate and probabilistic methods available to sensory scientists involved in product development or maintenance. The techniques discussed address sensory problems such as panel performance, product profiling, and exploration of consumer data, including segmentation and identifying drivers of liking. Applied in approach and written for non-statisticians, the text is aimed at sensory scientists who deal mostly with descriptive analysis and consumer studies. Multivariate and Probabilistic Analyses of Sensory Science Problems offers simple, easy-to-understand explanations of difficult statistical concepts and provides an extensive list of case studies with step-by-step instructions for performing analyses and interpreting the results. Coverage includes a refresher on basic multivariate statistical concepts; use of common data sets throughout the text; summary tables presenting the pros and cons of specific methods and the conclusions that may be drawn from using various methods; and sample program codes to perform the analyses and sample outputs. As the latest member of the IFT Press series, Multivariate and Probabilistic Analyses of Sensory Science Problems will be welcomed by sensory scientists in the food industry and other industries using similar testing methodologies, as well as by faculty teaching advanced sensory courses, and professionals conducting and participating in workshops addressing multivariate analysis of sensory and consumer data.

Surveillance Technologies and Early Warning Systems: Data Mining Applications for Risk Detection Koyuncugil, Ali Serhan 2010-09-30 Surveillance Technologies and Early Warning Systems: Data Mining Applications

for Risk Detection has never been more important, as the research this book presents an alternative to conventional surveillance and risk assessment. This book is a multidisciplinary excursion comprised of data mining, early warning systems, information technologies and risk management and explores the intersection of these components in problematic domains. It offers the ability to apply the most modern techniques to age old problems allowing for increased effectiveness in the response to future, eminent, and present risk.

Data Mining Techniques in CRM Konstantinos K. Tsipis 2011-08-24 This is an applied handbook for the application of data mining techniques in the CRM framework. It combines a technical and a business perspective to cover the needs of business users who are looking for a practical guide on data mining. It focuses on Customer Segmentation and presents guidelines for the development of actionable segmentation schemes. By using non-technical language it guides readers through all the phases of the data mining process.

Progress in Pattern Recognition, Image Analysis, Computer Vision, and Applications Eduardo Bayro-Corrochano 2009-11-16 The 14th Iberoamerican Congress on Pattern Recognition (CIARP 2009, Congreso Iberoamericano de Reconocimiento de Patrones) formed the latest of a now long series of successful meetings arranged by the rapidly growing Iberoamerican pattern recognition community. The conference was held in Guadalajara, Jalisco, Mexico and organized by the Mexican Association for Computer Vision, Neural Computing and Robotics (MACVNR). It was sponsored by MACVNR and several other Iberoamerican PR societies. CIARP 2009 was like the previous conferences in the series supported by the International Association for Pattern Recognition (IAPR). CIARP 2009 attracted participants from all over the world presenting state-of-the-art research on mathematical methods and computing techniques for pattern recognition, computer vision, image and signal analysis, robot vision, and speech recognition, as well as on a wide range of their applications. This time the conference attracted participants from 23 countries, 9 in Iberoamerica, and 14 from other parts of the world. The total number of submitted papers was 187, and after a serious review process 108 papers were accepted, all of them with a scientific quality above overall mean rating. Sixty-four were selected as oral presentations and 44 as posters. Since 2008 the conference is almost single track, and therefore there was no real grading in quality between oral and poster papers. As an acknowledgment that CIARP has established itself as a high-quality conference, its proceedings appear in the Lecture Notes in Computer Science series. Moreover, its visibility is further enhanced by a selection of a set of papers that will be published in a special issue of the journal Pattern Recognition Letters.

Intelligent Data Engineering and Automated Learning - IDEAL 2009 Emilio Corchado 2009-09-29 The IDEAL conference boasts a vibrant and successful history dating back to 1998, and this edition marked the 10th anniversary, an important milestone demonstrating the increasing popularity and high quality of the IDEAL conferences. Burgos, the capital of medieval Spain and a lively city today, was a perfect venue to celebrate such an occasion. The conference has become a unique, established and broad interdisciplinary forum for researchers and practitioners in many fields to interact with each other and with leading academics and industries in the areas of machine learning, information processing, data mining, knowledge management, bio-informatics, neuro-informatics, bio-inspired models, agents and distributed systems, and hybrid systems. IDEAL 2009 received over 200 submissions. After a rigorous peer-review process, the International Programme Committee accepted 100 high-quality papers to be included in the conference proceedings. In this 10th edition, a special emphasis was given on the organization of workshops and special sessions. Two workshops were organized under the framework of IDEAL 2009: MIR Day 2009 and Nature-Inspired Models for Industrial Applications. Five special sessions were organized by leading researchers in their fields on various topics such as Soft Computing Techniques in Data Mining, Recent Advances on Swarm-Based Computing, Intelligent Computational Techniques in Medical Image Processing, Advances on Ensemble Learning and Information Fusion, and Financial and Business Engineering (Modelling and Applications).

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