The book was found

Introduction To Data Mining

INTRODUCTION TO **DATA MINING**

PANG-NING TAN
MICHAEL STEINBACH
VIPIN KUMAR
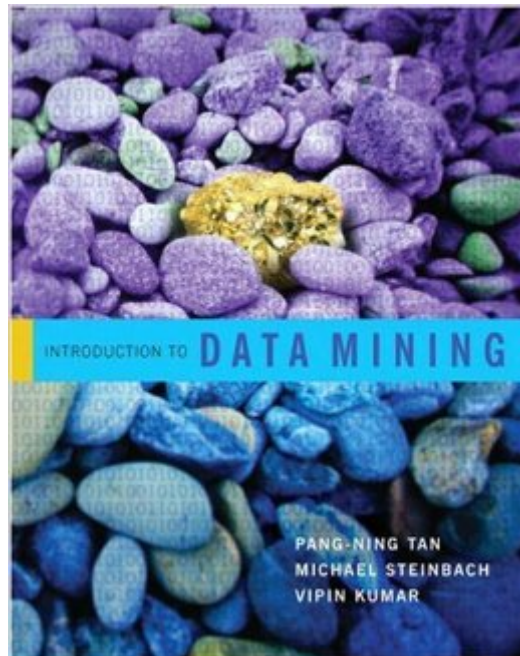
Synopsis

Introduction to Data Mining presents fundamental concepts and algorithms for those learning data mining for the first time. Each major topic is organized into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms.

Book Information

Hardcover: 769 pages

Publisher: Pearson; 1 edition (May 12, 2005)

Language: English

ISBN-10: 0321321367

ISBN-13: 978-0321321367

Product Dimensions: 7.4 x 1.6 x 9.4 inches

Shipping Weight: 3.1 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars See all reviews (39 customer reviews)

Best Sellers Rank: #159,709 in Books (See Top 100 in Books)   #39 in Books > Computers & Technology > Databases & Big Data > Data Warehousing   #45 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Storage & Retrieval   #94 in Books > Computers & Technology > Databases & Big Data > Data Mining

Customer Reviews

Data mining could be considered to be "Artificial Intelligence Lite", since it deals with many of the same issues in learning, classification, and analysis as they occur in the field of artificial intelligence but does not have as its goal the construction of "thinking machines." Instead, the emphasis is on practical problems that are important in business and industry, even though the solutions of many of these problems makes use of techniques that a thinking machine should be expected to have. Data mining has become an enormous industry, and has even been the subject of political and legal concerns due to the efforts of some governments to mine data on its citizens. This book gives a general overview of data mining with emphasis on classification and associative analysis. Anyone who is interested in data mining could read the book, but some rather sophisticated background in mathematics will be needed to read some of the sections. Pseudocode is given throughout the book to illustrate the different data mining algorithms. There are also exercises at the end of each chapter, but noticeably missing in the book is the inclusion of real case studies in data mining. The inclusion of these case studies would alert the reader to the fact that data mining is of great interest

from the standpoint of business and industry, and would lessen the belief that data mining is just another academic field or just another branch of statistics.Speaking somewhat loosely, the goal of data mining is to find interesting patterns in massive amounts of data or the classification of such patterns. This entails of course that one have a notion of what is "interesting" and one of the main problems in data mining is to find suitable `interestingness measures'.

Discovering Knowledge in Data: An Introduction to Data Mining (Wiley Series on Methods and Applications in Data Mining) Big Data For Beginners: Understanding SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More! Data Architecture: A Primer for the Data Scientist: Big Data, Data Warehouse and Data Vault Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) Mercury, Mining, and Empire: The Human and Ecological Cost of Colonial Silver Mining in the Andes Swift: Programming, Master's Handbook: A TRUE Beginner's Guide! Problem Solving, Code, Data Science, Data Structures & Algorithms (Code like a PRO in ... mining, software, software engineering,) Data Classification: Algorithms and Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences Introduction to Data Mining Data Just Right: Introduction to Large-Scale Data & Analytics (Addison-Wesley Data and Analytics) Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics Real-World Data Mining: Applied Business Analytics and Decision Making (FT Press Analytics) Computational Methods of Feature Selection (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Big Data, MapReduce, Hadoop, and Spark with Python: Master Big Data Analytics and Data Wrangling with MapReduce Fundamentals using Hadoop, Spark, and Python LEARN IN A DAY! DATA WAREHOUSING. Top Links and Resources for Learning Data Warehousing ONLINE and OFFLINE: Use these FREE and PAID resources to Learn Data Warehousing in little to no time Mastering Social Media Mining with Python MINECRAFT: Minecraft Secrets: Unofficial Minecraft Guide For Beginners On Enchantment And Mining Secrets, Tips, Tricks And Hints That Nobody Wants You ... (Ultimate Minecraft Secret Guide Handbooks) The Next Big Thing: From 3D Printing to Mining the Moon Process Mining: Discovery, Conformance and Enhancement of Business Processes