Handbook of Data Mining and Knowledge Discovery

Jan Zyt

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Data mining, or knowledge discovery in databases (KDD), is one of the fastest growing areas in computing application: it offers powerful tools to analyze the many large data bases used in business, science, and industry. Data mining technology searches large databases to extract information and patterns that can be translated into useful applications, such as classifying or predicting customer behavior. This book brings together fundamental knowledge on all aspects of data mining--concepts, theory, techniques, applications, and case studies. Designed for students and professionals in such fields as computing applications, information systems management and strategic research and management, the Handbook is a comprehensive guide to essential tools and technology, from neural networks to artificial intelligence. There is a strong emphasis on real-world case studies in such areas as banking, finance, marketing management, real estate, engineering, medicine, pharmacology, and the biosciences. A much needed resource on one of the fastest growing areas of computer applications--the development and use of tools to analyze, interpret, and make use of the enormous amounts of information stored in the world's databases.

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