
**DATA MINING
AND
BUSINESS INTELLIGENCE:
A GUIDE TO PRODUCTIVITY**

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Data Mining And Business Intelligence A Guide To Productivity

David Taniar, Johanna Wenny Rahayu



Data Mining And Business Intelligence A Guide To Productivity:

Data Mining and Business Intelligence: A Guide to Productivity Hoptroff, Richard, Kudyba, Stephan, 2000-07-01

Annotation Provides an overview of data mining technology and how it is applied in a business environment Material is not written in a technical style but rather addresses the applied methodology behind implementing data mining techniques in the corporate environment Explains how the technology evolved overviews the methodologies that comprise the data mining spectrum and looks at everyday business applications for data mining in areas such as marketing and advertising promotions and pricing policies using econometric based modeling and using the Internet to help improve an organization's performance Kudyba is an economic consultant Hoptroff is an independent consultant with experience in data mining software Annotation c Book News Inc Portland OR booknews.com

Organizational Data Mining Hamid R. Nemati, Christopher D.

Barko, 2004-01-01 Mountains of business data are piling up in organizations every day These organizations collect data from multiple sources both internal and external These sources include legacy systems customer relationship management and enterprise resource planning applications online and e-commerce systems government organizations and business suppliers and partners A recent study from the University of California at Berkeley found the amount of data organizations collect and store in enterprise databases doubles every year and slightly more than half of this data will consist of reference information which is the kind of information strategic business applications and decision support systems demand Kestelyn 2002

Terabyte sized 1 000 megabytes databases are commonplace in organizations today and this enormous growth will make petabyte sized databases 1 000 terabytes a reality within the next few years Whiting 2002 By 2004 the Gartner Group estimates worldwide data volumes will be 30 times those of 1999 which translates into more data having been produced in the last 30 years than during the previous 5 000 Wurman 1989 *Managing Data Mining* Stephan Kudyba, 2004-01-01 The use of high end analytical software technologies or data mining can aid decision makers in extracting information and knowledge from their sometimes overwhelming store of data collected continuously in their organizations The chapters in this collection each written by noted practitioners and experts in various organizations will provide you with ideas and measurements in this growing management concern BOOK JACKET

Web-powered Databases David Taniar, Johanna

Wenny Rahayu, 2003-01-01 This text provides a snapshot of contemporary research and development activities in the area of Web and Internet databases It also provides case studies of successful Web database applications including an online pay claim a product catalogue and multiple choice assessment through the Web

Managing Data Mining Stephan

Kudyba, 2004-01-01 The use of high end analytical software technologies or data mining can aid decision makers in extracting information and knowledge from their sometimes overwhelming store of data collected continuously in their organizations The chapters in this collection each written by noted practitioners and experts in various organizations will provide you with ideas and measurements in this growing management concern BOOK JACKET

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and Security Quigley, Marian, 2007-05-31 Rapid technological advancement has given rise to new ethical dilemmas and security threats while the development of appropriate ethical codes and security measures fail to keep pace which makes the education of computer users and professionals crucial The Encyclopedia of Information Ethics and Security is an original comprehensive reference source on ethical and security issues relating to the latest technologies Covering a wide range of themes this valuable reference tool includes topics such as computer crime information warfare privacy surveillance intellectual property and education This encyclopedia is a useful tool for students academics and professionals *Data Warehousing and Mining* John Wang, 2008 This collection offers tools designs and outcomes of the utilization of data mining and warehousing technologies such as algorithms concept lattices multidimensional data and online analytical processing With more than 300 chapters contributed by over 575 experts from around the globe this authoritative collection will provide libraries with the essential reference on data mining and warehousing Provided by publisher *Data Mining Methods and Applications* Kenneth D. Lawrence, Stephan Kudyba, Ronald K. Klimberg, 2008 Addressing a variety of organizational issues Data Mining Methods and Applications presents a compilation of recent research works on data mining and forecasting techniques including multivariate evolutionary and neural net methods This book focuses in particular on data mining techniques used for conducting marketing research Written by a wide range of contributors from academia and industry this text provides detailed descriptions of applications in numerous areas such as finance engineering healthcare economics science and management Real world case studies that are supported by theoretical chapters offer guidance on how to actually perform data mining methods **Information Technology, Corporate Productivity, and the New Economy** Stephan Kudyba, Romesh K. Diwan, 2002-03-30 Annotation Explores measures and analyzes the ways in which information technology enhances corporate performance and that of the economy as a whole **Encyclopedia of Data Warehousing and Mining** John Wang, 2006 Provides a comprehensive critical and descriptive examination of concepts issues trends and challenges in this rapidly expanding field of data warehousing and mining DWM consists of more than 350 contributors from 32 countries Publisher *Information Resources Management Journal*, 2003 **Data Warehousing and Web Engineering** Shirley A. Becker, 2002 Provides a forum for researchers and practitioners to share research about technical and managerial issues associated with data warehousing and mining *Encyclopedia of Artificial Intelligence*, 2009-01-01 This book is a comprehensive and in depth reference to the most recent developments in the field covering theoretical developments techniques technologies among others Provided by publisher Business-driven Information Technology David R. Laube, Raymond F. Zammuto, 2003 That every manager needs to know in order to use information technology effectively Business professionals will value the book because it covers a range of important areas that few know completely University students will find the book a valuable source of necessary information for technology and management courses Rarely is so much diverse expertise brought together and focused in a single book Book jacket Design and Management

of Multimedia Information Systems Syed Mahbubur Rahman, Mahbubur Rahman Syed, 2001 Multimedia technology has the potential to transform end user computing from interactive text and graphics models into something more compatible with the digital and electronic world of the 21st century This work aims to help technology professionals gain an understanding and perspective on areas related to multimedia computing and communication while addressing the major issues and challenges in the design and management of multimedia information systems Topics covered include the development of multimedia systems and applications use of multimedia standards temporal issues legal issues media content management and multimedia document retrieval issues Unified Modeling Language Keng Siau, T. A. Halpin, 2001 UML is a large and complex language with many features in need of refinement or clarification and there are different views about how to use UML to build systems This book sheds light on such issues by illustrating how UML can be used successfully in practice as well as identifying various problematic aspects of UML and suggesting possible solutions Telecommuting and Virtual

Offices Nancy J. Johnson, 2001 Telecommuting by any name telework mobile work home offices virtual employees or telematics is one of the most intriguing and least understood results of advances in portable computing The authors in Telecommuting and Virtual Offices Issues and Opportunities present usable research and advice on many of these issues

Environmental Information Systems in Industry and Public Administration Claus Rautenstrauch, Susanne Patig, 2001 Environmental Information Systems in Industry and Public Administration provides an overview of worldwide research and development on Environmental Information Systems ENVIS This book is the only topical documentation of the highly innovative approach of information systems for environmental protection Issues are covered from the global and multinational level to industrial solutions for enterprises *Managing Telecommunications and Networking Technologies in the 21st Century* Gerald Grant, 2001 A detailed analysis of prominent issues and trends facing telecom and networking professionals and policy makers **American Book Publishing Record**, 2001

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