Visual Data Mining: Techniques and Tools for Data Visualization and Mining

Tom Soukup, Ian Davidson

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Marketing analysts use data mining techniques to gain a reliable understanding of customer buying habits and then use that information to develop new marketing campaigns and products. Visual mining tools introduce a world of possibilities to a much broader and non-technical audience to help them solve common business problems.

- Explains how to select the appropriate data sets for analysis, transform the data sets into usable formats, and verify that the sets are error-free
- Reviews how to choose the right model for the specific type of analysis project, how to analyze the model, and present the results for decision making
- Shows how to solve numerous business problems by applying various tools and techniques
- Companion Web site offers links to data visualization and visual data mining tools, and real-world success stories using visual data mining

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