



Data Mining with IBM SPSS Through Examples (Paperback)

By Cesar Perez Lopez

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book presents the most common techniques used in data mining in a simple and easy to understand through one of the most common software solutions from among those existing in the market, in particular, IBM SPSS. Pursued as initial aim clarifying the applications concerning methods traditionally rated as difficult or dull. It seeks to present applications in data mining without having to manage high mathematical developments or complicated theoretical algorithms, which is the most common reason for the difficulties in understanding and implementation of this matter. Today data mining is used in different fields of science. Noteworthy applications in banking, and financial analysis of markets and trade, insurance and private health, in education, in industrial processes, in medicine, biology and bioengineering, telecommunications and in many other areas. Essentials to get started in data mining, regardless of the field in which it is applied, is the understanding of own concepts, task that does not require nor much less the domain of scientific apparatus involved in the matter. Later, when either necessary operative advanced, computer programs allow the results without having...



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