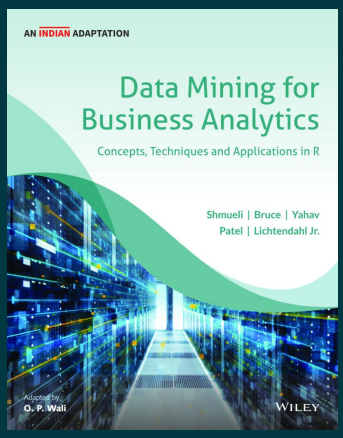
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Data Mining for Business Analytics: Concepts, Techniques, and Applications in R, An Indian Adaptation

By Shmueli, Bruce, Yahav, Patel, Lichtendahl Jr., O P Wali

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Description

Data Mining for Business Analytics: Concepts, Techniques, and Applications in R is a comprehensive resource for learners pursuing graduate and undergraduate level courses in data mining, business analytics, and related courses within domain of AI. This is an excellent reference for analysts, researchers, and practitioners working in various domains of business like finance, marketing, human resource, operations, information services, consultancy etc., who want to tap more opportunities for insights in variety of data driven decision-making scenarios.

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