Handbook of Statistical Analysis and Data Mining Applications

By John Elder IV

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The *Handbook of Statistical Analysis and Data Mining Applications* is a comprehensive professional reference book that guides business analysts, scientists, engineers and researchers (both academic and industrial) through all stages of data analysis, model building and implementation. The Handbook helps one discern the technical and business problem, understand the strengths and weaknesses of modern data mining algorithms, and employ the right statistical methods for practical application. Use this book to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques, and discusses their application to real problems, in ways accessible and beneficial to practitioners across industries - from science and engineering, to medicine, academia and commerce. This handbook brings together, in a single resource, all the information a beginner will need to understand the tools and issues in data mining to build successful data mining solutions.

- Written "By Practitioners for Practitioners"
- Non-technical explanations build understanding without jargon and equations
- Tutorials in numerous fields of study provide step-by-step instruction on how to use supplied tools to build models using Statistica, SAS and SPSS software
- Practical advice from successful real-world implementations
- Includes extensive case studies, examples, MS PowerPoint slides and datasets
- CD-DVD with valuable fully-working 90-day software included: "Complete Data Miner - QC-Miner - Text Miner" bound with book

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Editorial Review

Review
"I strongly resonated to the Top 10 Data Mining mistakes.... There is a wealth of material in this handbook that will repay study."

- Peter Lachenbruch, Oregon State U., Past President, American Statistical Society (from Foreword 1)

Data mining practitioners, here is your bible, the complete "driver's manual" for data mining. From starting the engine to handling the curves, this book covers the gamut of data mining techniques - including predictive analytics and text mining - illustrating how to achieve maximal value across business, scientific, engineering and medical applications. What are the best practices through each phase of a data mining project? How can you avoid the most treacherous pitfalls? The answers are in here.

Going beyond its responsibility as a reference book, this resource also provides detailed tutorials with step-by-step instructions to drive established data mining software tools across real world applications. This way, newcomers start their engines immediately and experience hands-on success.

If you want to roll-up your sleeves and execute on predictive analytics, this is your definite, go-to resource. To put it lightly, if this book isn't on your shelf, you're not a data miner.

- Eric Siegel, Ph.D., President, Prediction Impact, Inc. and Founding Chair, Predictive Analytics World

"Great introduction to the real-world process of data mining. The overviews, practical advise, tutorials, and extra CD material make this book an invaluable resource for both new and experienced data miners."

-- Karl Rexer, PhD (President & Founder of Rexer Analytics, Boston, Massachusetts)

... a valuable resource... The book's straightforward style--it presents intuitive explanations and avoids rigorous mathematical formulations--makes difficult concepts accessible to a broad audience.

-ACM Computing Reviews

"...an exceptional book that should be on every data miner's bookshelf, or better yet, found lying open next to the computer."

Dean Abbott, Abbott Analytics --from Foreword 2

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From the Back Cover
Tutorials employ leading software tools including *STATISTICA* Data Miner, SPSS Clementine, and SAS Enterprise Miner -- and show practitioners how to solve real-world data mining challenges in a wide variety of fields, including sales, medical diagnosis, finance, aviation engineering, marketing, banking, pharmaceutical discovery, industrial control, weather forecasting, clinical psychology, ecology, astronomy, and social networks.

This handbook brings together, in a single resource, all the information a beginner will need to understand the tools and issues in data mining to build practical solutions. Using the methods of this book produces new KNOWLEDGE that facilitates DECISIONS which lead to ACTIONS that result in SUCCESS.

About the Author
Robert Nisbet, **John Elder**, and **Gary Miner** have been University professors (in Biology, Engineering, and Medicine, respectively) and are skilled at making complex topics understandable. But what makes this book so unique and useful is their combined *century* of experience in industry -- where making analytic techniques work on an astonishing array of challenges has saved their clients and sponsors tens of millions of dollars.

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From reader reviews:

Mary Haskell:

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Maranda Shoemaker:

Reading a guide tends to be new life style in this era globalization. With reading through you can get a lot of information that can give you benefit in your life. Having book everyone in this world can easily share their idea. Books can also inspire a lot of people. Many author can inspire all their reader with their story or their experience. Not only the story that share in the books. But also they write about the data about something that you need case in point. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors these days always try to improve their ability in writing, they also doing some research before they write on their book. One of them is this Handbook of Statistical Analysis and Data Mining Applications.

Norman Duque:

Spent a free time and energy to be fun activity to do! A lot of people spent their down time with their family, or their own friends. Usually they undertaking activity like watching television, likely to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your current free time/ holiday? Could possibly be reading a book might be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try look for book, may be the book untitled Handbook of Statistical Analysis and Data Mining Applications can be great book to read. May be it can be best activity to you.

Santos Ball:

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