

Introduction To Data Mining Tan Solution Manual

In recent years, the science of managing and analyzing large datasets has emerged as a critical area of research. In the race to answer vital questions and make knowledgeable decisions, impressive amounts of data are now being generated at a rapid pace, increasing the opportunities and challenges associated with the ability to effectively analyze this data.

This book explains and explores the principal techniques of Data Mining, the automatic extraction of implicit and potentially useful information from data, which is increasingly used in commercial, scientific and other application areas. It focuses on classification, association rule mining and clustering. Each topic is clearly explained, with a focus on algorithms not mathematical formalism, and is illustrated by detailed worked examples. The book is written for readers without a strong background in mathematics or statistics and any formulae used are explained in detail. It can be used as a textbook to support courses at undergraduate or postgraduate levels in a wide range of subjects including Computer Science, Business Studies, Marketing, Artificial Intelligence, Bioinformatics and Forensic Science. As an aid to self study, this book aims to help general readers develop the necessary understanding of what is inside the 'black box' so they can use commercial data mining packages discriminately, as well as enabling advanced readers or academic researchers to understand or contribute to future technical advances in the field. Each chapter has practical exercises to enable readers to check their progress. A full glossary of technical terms used is included. This expanded third edition includes detailed descriptions of algorithms for classifying streaming data, both stationary data, where the underlying model is fixed, and data that is time-dependent, where the underlying model changes from time to time - a phenomenon known as concept drift.

This textbook explores the different aspects of data mining from the fundamentals to the complex data types and their applications, capturing the wide diversity of problem domains for data mining issues. It goes beyond the traditional focus on data mining problems to introduce advanced data types such as text, time series, discrete sequences, spatial data, graph data, and social networks. Until now, no single book has addressed all these topics in a comprehensive and integrated way. The chapters of this book fall into one of three categories:

Fundamental chapters: Data mining has four main problems, which correspond to clustering, classification, association pattern mining, and outlier analysis. These chapters comprehensively discuss a wide variety of methods for these problems. **Domain chapters:** These chapters discuss the specific methods used for different domains of data such as text data, time-series data, sequence data, graph data, and spatial data. **Application chapters:** These chapters study important applications such as stream mining, Web mining, ranking, recommendations, social networks, and privacy preservation. The domain chapters also have an applied flavor. Appropriate for both introductory and advanced data mining courses, *Data Mining: The Textbook* balances mathematical details and intuition. It contains the necessary mathematical details for professors and researchers, but it is presented in a simple and intuitive style to improve accessibility for students and industrial practitioners (including those with a limited mathematical background). Numerous illustrations, examples, and exercises are included, with an emphasis on semantically interpretable examples. Praise for *Data Mining: The Textbook* - "As I read through this book, I have already decided to use it in my classes. This is a book written by an outstanding researcher who has made fundamental contributions to data mining, in a way that is both accessible and up to date. The book is complete with theory and practical use cases. It's a must-have for students and professors alike!" -- Qiang Yang, Chair of Computer Science and Engineering at Hong Kong University of Science and Technology "This is

the most amazing and comprehensive text book on data mining. It covers not only the fundamental problems, such as clustering, classification, outliers and frequent patterns, and different data types, including text, time series, sequences, spatial data and graphs, but also various applications, such as recommenders, Web, social network and privacy. It is a great book for graduate students and researchers as well as practitioners." -- Philip S. Yu, UIC Distinguished Professor and Wexler Chair in Information Technology at University of Illinois at Chicago

Our ability to generate and collect data has been increasing rapidly. Not only are all of our business, scientific, and government transactions now computerized, but the widespread use of digital cameras, publication tools, and bar codes also generate data. On the collection side, scanned text and image platforms, satellite remote sensing systems, and the World Wide Web have flooded us with a tremendous amount of data. This explosive growth has generated an even more urgent need for new techniques and automated tools that can help us transform this data into useful information and knowledge. Like the first edition, voted the most popular data mining book by KD Nuggets readers, this book explores concepts and techniques for the discovery of patterns hidden in large data sets, focusing on issues relating to their feasibility, usefulness, effectiveness, and scalability. However, since the publication of the first edition, great progress has been made in the development of new data mining methods, systems, and applications. This new edition substantially enhances the first edition, and new chapters have been added to address recent developments on mining complex types of data— including stream data, sequence data, graph structured data, social network data, and multi-relational data. A comprehensive, practical look at the concepts and techniques you need to know to get the most out of real business data Updates that incorporate input from readers, changes in the field, and more material on statistics and machine learning Dozens of algorithms and implementation examples, all in easily understood pseudo-code and suitable for use in real-world, large-scale data mining projects Complete classroom support for instructors at www.mkp.com/datamining2e companion site Introduction to Data Mining presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. The text requires only a modest background in mathematics. Each major topic is organized into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms. Quotes This book provides a comprehensive coverage of important data mining techniques. Numerous examples are provided to lucidly illustrate the key concepts. -Sanjay Ranka, University of Florida In my opinion this is currently the best data mining text book on the market. I like the comprehensive coverage which spans all major data mining techniques including classification, clustering, and pattern mining (association rules). -Mohammed Zaki, Rensselaer Polytechnic Institute Identifying some of the most influential algorithms that are widely used in the data mining community, The Top Ten Algorithms in Data Mining provides a description of each algorithm, discusses its impact, and reviews current and future research. Thoroughly evaluated by independent reviewers, each chapter focuses on a particular algorithm and is written by either the original authors of the algorithm or world-class researchers who have extensively studied the respective algorithm. The book concentrates on the following important algorithms: C4.5, k-Means, SVM, Apriori, EM, PageRank, AdaBoost, kNN, Naive Bayes, and CART. Examples illustrate how each algorithm works and highlight its overall performance in a real-world application. The text covers key topics—including classification, clustering, statistical learning, association analysis, and link mining—in data mining research and development as well as in data mining, machine learning, and artificial intelligence courses. By naming the leading algorithms in this field, this book encourages the use of data mining techniques in a broader realm of real-world applications. It should inspire more data mining researchers to further explore the impact and novel research issues of

these algorithms.

The fundamental algorithms in data mining and machine learning form the basis of data science, utilizing automated methods to analyze patterns and models for all kinds of data in applications ranging from scientific discovery to business analytics. This textbook for senior undergraduate and graduate courses provides a comprehensive, in-depth overview of data mining, machine learning and statistics, offering solid guidance for students, researchers, and practitioners. The book lays the foundations of data analysis, pattern mining, clustering, classification and regression, with a focus on the algorithms and the underlying algebraic, geometric, and probabilistic concepts. New to this second edition is an entire part devoted to regression methods, including neural networks and deep learning.

An accessible primer on how to create effective graphics from data This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way. Data Visualization builds the reader's expertise in ggplot2, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining plots to make them more comprehensible. Effective graphics are essential to communicating ideas and a great way to better understand data. This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings. Provides hands-on instruction using R and ggplot2 Shows how the "tidyverse" of data analysis tools makes working with R easier and more consistent Includes a library of data sets, code, and functions

Given the exponential growth of Artificial Intelligence (AI) over the past few decades, AI and its related applications have become part of daily life in ways that we could never have dreamt of only a century ago. Our routines have been changed beyond measure by robotics and AI, which are now used in a vast array of services. Though AI is still in its infancy, we have already benefited immensely. This book introduces readers to basic Artificial Intelligence concepts, and helps them understand the relationship between AI and daily life. In the interest of clarity, the content is divided into four major parts. Part I (AI Concepts) presents fundamental concepts of and information on AI; while Part II (AI Technology) introduces readers to the five core AI Technologies that provide the building blocks for various AI applications, namely: Machine Learning (ML), Data Mining (DM), Computer Vision (CV), Natural Languages Processing (NLP), and Ontology-based Search Engine (OSE). In turn, Part III (AI Applications) reviews major contemporary applications that are impacting our ways of life, working styles and environment, ranging from intelligent agents and robotics to smart campus and smart city projects. Lastly, Part IV (Beyond AI) addresses related topics that are vital to the future development of AI. It also discusses a number of critical issues, such as AI ethics and privacy, the development of a conscious mind, and autonomous robotics in our daily lives.

Now in its second edition, this book focuses on practical algorithms for mining data from even the largest datasets.

Activities in data warehousing and mining are constantly emerging. Data mining methods, algorithms, online analytical processes, data mart and practical issues consistently evolve, providing a challenge for professionals in the field. Research and Trends in Data Mining Technologies and Applications focuses on the integration between the fields of data warehousing and data mining, with emphasis on the applicability to real-world problems. This book provides an international perspective, highlighting solutions to some of researchers' toughest challenges. Developments in the knowledge discovery process, data models, structures, and design serve as answers and solutions to these emerging challenges.

In this book the author provides the reader with a comprehensive coverage of data mining topics and algorithms. Data base perspective is maintained throughout the book which provides students with a focused discussion of algorithms, data structures, data types and complexity of algorithms and space. It also emphasizes the use of data mining concepts in real-world applications with large database components.

During the past decade there has been an explosion in computation and information technology. With it have come vast amounts of data in a variety of fields such as medicine, biology, finance, and marketing. The challenge of understanding these data has led to the development of new tools in the field of statistics, and spawned new areas such as data mining, machine learning, and bioinformatics. Many of these tools have common underpinnings but are often expressed with different terminology. This book describes the important ideas in these areas in a common conceptual framework. While the approach is statistical, the emphasis is on concepts rather than mathematics. Many examples are given, with a liberal use of color graphics. It should be a valuable resource for statisticians and anyone interested in data mining in science or industry. The book's coverage is broad, from supervised learning (prediction) to unsupervised learning. The many topics include neural networks, support vector machines, classification trees and boosting---the first comprehensive treatment of this topic in any book. This major new edition features many topics not covered in the original, including graphical models, random forests, ensemble methods, least angle regression & path algorithms for the lasso, non-negative matrix factorization, and spectral clustering. There is also a chapter on methods for "wide" data (p bigger than n), including multiple testing and false discovery rates. Trevor Hastie, Robert Tibshirani, and Jerome Friedman are professors of statistics at Stanford University. They are prominent researchers in this area: Hastie and Tibshirani developed generalized additive models and wrote a popular book of that title. Hastie co-developed much of the statistical modeling software and environment in R/S-PLUS and invented principal curves and surfaces. Tibshirani proposed the lasso and is co-author of the very successful *An Introduction to the Bootstrap*. Friedman is the co-inventor of many data-mining tools including CART, MARS, projection pursuit and gradient boosting.

Introduction to Data Mining, Second Edition, is intended for use in the Data Mining course. *Introduction to Data Mining* presents fundamental concepts and algorithms for those learning data mining for the first time. Each concept is explored thoroughly and supported with numerous examples. The text requires only a modest background in mathematics. Each major topic is organized

into two chapters, beginning with basic concepts that provide necessary background for understanding each data mining technique, followed by more advanced concepts and algorithms. Teaching and Learning Experience This p.

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R and Data Mining introduces researchers, post-graduate students, and analysts to data mining using R, a free software environment for statistical computing and graphics. The book provides practical methods for using R in applications from academia to industry to extract knowledge from vast amounts of data. Readers will find this book a valuable guide to the use of R in tasks such as classification and prediction, clustering, outlier detection, association rules, sequence analysis, text mining, social network analysis, sentiment analysis, and more. Data mining techniques are growing in popularity in a broad range of areas, from banking to insurance, retail, telecom, medicine, research, and government. This book focuses on the modeling phase of the data mining process, also addressing data exploration and model evaluation. With three in-depth case studies, a quick reference guide, bibliography, and links to a wealth of online resources, R and Data Mining is a valuable, practical guide to a powerful method of analysis. Presents an introduction into using R for data mining applications, covering most popular data mining techniques Provides code examples and data so that readers can easily learn the techniques Features case studies in real-world applications to help readers apply the techniques in their work A comprehensive overview of data mining from an algorithmic perspective, integrating related concepts from machine learning and statistics.

Real-world physical and abstract data objects are interconnected, forming gigantic, interconnected networks. By structuring these data objects and interactions between these objects into multiple types, such networks become semi-structured heterogeneous information networks. Most real-world applications that handle big data, including interconnected social media and social networks, scientific, engineering, or medical information systems, online e-commerce systems, and most database systems, can be structured into heterogeneous information networks. Therefore, effective analysis of large-scale heterogeneous information networks poses an interesting but critical challenge. In this book, we investigate the principles and methodologies of mining heterogeneous information networks. Departing from many existing network models that view interconnected data as homogeneous graphs or networks, our semi-structured heterogeneous information network model leverages the rich semantics of typed nodes and links in a network and

uncovers surprisingly rich knowledge from the network. This semi-structured heterogeneous network modeling leads to a series of new principles and powerful methodologies for mining interconnected data, including: (1) rank-based clustering and classification; (2) meta-path-based similarity search and mining; (3) relation strength-aware mining, and many other potential developments. This book introduces this new research frontier and points out some promising research directions. Table of Contents: Introduction / Ranking-Based Clustering / Classification of Heterogeneous Information Networks / Meta-Path-Based Similarity Search / Meta-Path-Based Relationship Prediction / Relation Strength-Aware Clustering with Incomplete Attributes / User-Guided Clustering via Meta-Path Selection / Research Frontiers

Handbook of Statistical Analysis and Data Mining Applications, Second Edition, 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 users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms and employ the right statistical methods for practical application. This book is an ideal reference for users who want 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 several areas—from science and engineering, to medicine, academia and commerce. Includes input by practitioners for practitioners Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use supplied tools to build models Contains practical advice from successful real-world implementations Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications This is a practical, hands-on guide which explains tried-and-true techniques for developing data warehouses using relational databases and open system technology. Written in "cookbook" format, this book covers all stages of implementation from project planning and requirements analysis, through architecture and design, to administrative issues such as user access, security, and back-up/recovery.

Data Mining: Practical Machine Learning Tools and Techniques, Third Edition, offers a thorough grounding in machine learning concepts as well as practical advice on applying machine learning tools and techniques in real-world data mining situations. This highly anticipated third edition of the most acclaimed work on data mining and machine learning will teach you everything you need to know about preparing inputs, interpreting outputs, evaluating results, and the algorithmic methods at the heart of successful data mining. Thorough updates reflect the technical changes and modernizations that

have taken place in the field since the last edition, including new material on Data Transformations, Ensemble Learning, Massive Data Sets, Multi-instance Learning, plus a new version of the popular Weka machine learning software developed by the authors. Witten, Frank, and Hall include both tried-and-true techniques of today as well as methods at the leading edge of contemporary research. The book is targeted at information systems practitioners, programmers, consultants, developers, information technology managers, specification writers, data analysts, data modelers, database R&D professionals, data warehouse engineers, data mining professionals. The book will also be useful for professors and students of upper-level undergraduate and graduate-level data mining and machine learning courses who want to incorporate data mining as part of their data management knowledge base and expertise. Provides a thorough grounding in machine learning concepts as well as practical advice on applying the tools and techniques to your data mining projects Offers concrete tips and techniques for performance improvement that work by transforming the input or output in machine learning methods Includes downloadable Weka software toolkit, a collection of machine learning algorithms for data mining tasks—in an updated, interactive interface. Algorithms in toolkit cover: data pre-processing, classification, regression, clustering, association rules, visualization

This compact book explores standard tools for text classification, and teaches the reader how to use machine learning to decide whether a e-mail is spam or ham (binary classification), based on raw data from The SpamAssassin Public Corpus. Of course, sometimes the items in one class are not created equally, or we want to distinguish among them in some meaningful way. The second part of the book will look at how to not only filter spam from our email, but also placing "more important" messages at the top of the queue. This is a curated excerpt from the upcoming book "Machine Learning for Hackers."

Data Mining: Concepts and Techniques provides the concepts and techniques in processing gathered data or information, which will be used in various applications. Specifically, it explains data mining and the tools used in discovering knowledge from the collected data. This book is referred as the knowledge discovery from data (KDD). It focuses on the feasibility, usefulness, effectiveness, and scalability of techniques of large data sets. After describing data mining, this edition explains the methods of knowing, preprocessing, processing, and warehousing data. It then presents information about data warehouses, online analytical processing (OLAP), and data cube technology. Then, the methods involved in mining frequent patterns, associations, and correlations for large data sets are described. The book details the methods for data classification and introduces the concepts and methods for data clustering. The remaining chapters discuss the outlier detection and the trends, applications, and research frontiers in data mining. This book is intended for Computer Science students, application developers, business professionals, and researchers who seek information on data mining. Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in real-world, large-scale data mining projects Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and

applications in several fields Provides a comprehensive, practical look at the concepts and techniques you need to get the most out of your data

Examines the Numerati, a global cadre of mathematicians and computer scientists, and how their analyses and predictions are transforming the way people live, work, buy, and vote.

A book of national and international importance, Fruit Fly Pests is an exhaustive compendium of information (with data provided by more than 100 contributors) that will appeal to a wide variety of readers. With huge losses experienced annually from fruit fly devastation, information on these high-profile insects is important to commercial fruit and vegetable growers, marketing exporters, government regulatory agencies, and the scientific community. Fruit flies impose a considerable resource tax, and the ones who suffer range from shippers to end users. The demand for world-wide plant protection requires up-to-date research information. This book meets that need. This book contains the proceedings from the most recent International Symposium on Fruit Flies of Economic Importance. Here you will find the major presentations given at the symposium, with an added feature - overviews from experts on topics not covered directly by participants in the symposium, filling in gaps in the current literature. The resulting publication is the most up-to-date and readable text to be found anywhere on the subject of tephritids.

Learn data science by doing data science! Data Science Using Python and R will get you plugged into the world's two most widespread open-source platforms for data science: Python and R. Data science is hot. Bloomberg called data scientist "the hottest job in America." Python and R are the top two open-source data science tools in the world. In Data Science Using Python and R, you will learn step-by-step how to produce hands-on solutions to real-world business problems, using state-of-the-art techniques. Data Science Using Python and R is written for the general reader with no previous analytics or programming experience. An entire chapter is dedicated to learning the basics of Python and R. Then, each chapter presents step-by-step instructions and walkthroughs for solving data science problems using Python and R. Those with analytics experience will appreciate having a one-stop shop for learning how to do data science using Python and R. Topics covered include data preparation, exploratory data analysis, preparing to model the data, decision trees, model evaluation, misclassification costs, naïve Bayes classification, neural networks, clustering, regression modeling, dimension reduction, and association rules mining. Further, exciting new topics such as random forests and general linear models are also included. The book emphasizes data-driven error costs to enhance profitability, which avoids the common pitfalls that may cost a company millions of dollars. Data Science Using Python and R provides exercises at the end of every chapter, totaling over 500 exercises in the book. Readers will therefore have plenty of opportunity to test their newfound data science skills and expertise. In the Hands-on Analysis exercises, readers are challenged to solve interesting business problems using real-world data sets.

This text surveys research from the fields of data mining and information visualisation and presents a case for techniques by which information visualisation can be used to uncover real knowledge hidden away in large databases.

A complete source of information on almost all aspects of parallel computing from introduction, to architectures, to programming

paradigms, to algorithms, to programming standards. It covers traditional Computer Science algorithms, scientific computing algorithms and data intensive algorithms.

With the growing use of information technology and the recent advances in web systems, the amount of data available to users has increased exponentially. Thus, there is a critical need to understand the content of the data. As a result, data-mining has become a popular research topic in recent years for the treatment of the "data rich and information poor" syndrome. In this carefully edited volume a theoretical foundation as well as important new directions for data-mining research are presented. It brings together a set of well respected data mining theoreticians and researchers with practical data mining experiences. The presented theories will give data mining practitioners a scientific perspective in data mining and thus provide more insight into their problems, and the provided new data mining topics can be expected to stimulate further research in these important directions.

Data Mining with R: Learning with Case Studies, Second Edition uses practical examples to illustrate the power of R and data mining. Providing an extensive update to the best-selling first edition, this new edition is divided into two parts. The first part will feature introductory material, including a new chapter that provides an introduction to data mining, to complement the already existing introduction to R. The second part includes case studies, and the new edition strongly revises the R code of the case studies making it more up-to-date with recent packages that have emerged in R. The book does not assume any prior knowledge about R. Readers who are new to R and data mining should be able to follow the case studies, and they are designed to be self-contained so the reader can start anywhere in the document. The book is accompanied by a set of freely available R source files that can be obtained at the book's web site. These files include all the code used in the case studies, and they facilitate the "do-it-yourself" approach followed in the book. Designed for users of data analysis tools, as well as researchers and developers, the book should be useful for anyone interested in entering the "world" of R and data mining. About the Author Luís Torgo is an associate professor in the Department of Computer Science at the University of Porto in Portugal. He teaches Data Mining in R in the NYU Stern School of Business' MS in Business Analytics program. An active researcher in machine learning and data mining for more than 20 years, Dr. Torgo is also a researcher in the Laboratory of Artificial Intelligence and Data Analysis (LIAAD) of INESC Porto LA.

There are more than one billion documents on the Web, with the count continually rising at a pace of over one million new documents per day. As information increases, the motivation and interest in data warehousing and mining research and practice remains high in organizational interest. The Encyclopedia of Data Warehousing and Mining, Second Edition, offers thorough exposure to the issues of importance in the rapidly changing field of data warehousing and mining. This essential reference source informs decision makers, problem solvers, and data mining specialists in business, academia, government, and other settings with over 300 entries on theories, methodologies, functionalities, and applications.

Data Mining: Practical Machine Learning Tools and Techniques, Fourth Edition, offers a thorough grounding in machine learning concepts, along with practical advice on applying these tools and techniques in real-world data mining situations. This highly anticipated fourth edition of the most acclaimed work on data mining and machine learning teaches readers everything they need to know to get going, from preparing inputs, interpreting outputs, evaluating results, to the algorithmic methods at the heart of successful data mining approaches. Extensive updates reflect the technical changes and modernizations that have taken place in the field since the last edition, including substantial new

chapters on probabilistic methods and on deep learning. Accompanying the book is a new version of the popular WEKA machine learning software from the University of Waikato. Authors Witten, Frank, Hall, and Pal include today's techniques coupled with the methods at the leading edge of contemporary research. Please visit the book companion website at <http://www.cs.waikato.ac.nz/ml/weka/book.html> It contains Powerpoint slides for Chapters 1-12. This is a very comprehensive teaching resource, with many PPT slides covering each chapter of the book Online Appendix on the Weka workbench; again a very comprehensive learning aid for the open source software that goes with the book Table of contents, highlighting the many new sections in the 4th edition, along with reviews of the 1st edition, errata, etc. Provides a thorough grounding in machine learning concepts, as well as practical advice on applying the tools and techniques to data mining projects Presents concrete tips and techniques for performance improvement that work by transforming the input or output in machine learning methods Includes a downloadable WEKA software toolkit, a comprehensive collection of machine learning algorithms for data mining tasks-in an easy-to-use interactive interface Includes open-access online courses that introduce practical applications of the material in the book Cutting-edge data mining techniques and tools for solving your toughest analytical problems Data Mining Solutions In down-to-earth language, data mining experts Christopher Westphal and Teresa Blaxton introduce a brand new approach to data mining analysis. Through their extensive real-world experience, they have developed and documented many practical and proven techniques to make your own data mining efforts more successful. You'll get a refreshing "out-of-the-box" approach to data mining that will help you maximize your time and problem-solving resources, and prepare for the next wave of data mining-visualization. You will read about ways in which data mining has been used to:

- * Discover patterns of insider trading in the stock market
- * Evaluate the utility of marketing campaigns
- * Analyze retail sales patterns across geographic regions
- * Identify money laundering operations
- * Target DNA sequences for pharmaceutical testing and development

The book is accompanied by a CD-ROM that contains:

- * Demo and trial versions of numerous visual data mining tools
- * Active web-page links for each of the products profiled
- * GIF files corresponding to all book images

Introduction to Data Mining

Data Mining and Analytics provides a broad and interactive overview of a rapidly growing field. The exponentially increasing rate at which data is generated creates a corresponding need for professionals who can effectively handle its storage, analysis, and translation.

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