



Data Mining and Business Analytics with R

Johannes Ledolter

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Collecting, analyzing, and extracting valuable information from a large amount of data requires easily accessible, robust, computational and analytical tools. *Data Mining and Business Analytics with R* utilizes the open source software R for the analysis, exploration, and simplification of large high-dimensional data sets. As a result, readers are provided with the needed guidance to model and interpret complicated data and become adept at building powerful models for prediction and classification.

Highlighting both underlying concepts and practical computational skills, *Data Mining and Business Analytics with R* begins with coverage of standard linear regression and the importance of parsimony in statistical modeling. The book includes important topics such as penalty-based variable selection (LASSO); logistic regression; regression and classification trees; clustering; principal components and partial least squares; and the analysis of text and network data. In addition, the book presents:

- A thorough discussion and extensive demonstration of the theory behind the most useful data mining tools
- Illustrations of how to use the outlined concepts in real-world situations
- Readily available additional data sets and related R code allowing readers to apply their own analyses to the discussed materials
- Numerous exercises to help readers with computing skills and deepen their understanding of the material

Data Mining and Business Analytics with R is an excellent graduate-level textbook for courses on data mining and business analytics. The book is also a valuable reference for practitioners who collect and analyze data in the fields of finance, operations management, marketing, and the information sciences.

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A lot of people always spent all their free time to vacation or maybe go to the outside with them friends and family or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you would like try to find a new activity here is look different you can read a book. It is really fun for you. If you enjoy the book which you read you can spent 24 hours a day to reading a reserve. The book Data Mining and Business Analytics with R it is rather good to read. There are a lot of people that recommended this book. They were enjoying reading this book. If you did not have enough space bringing this book you can buy the e-book. You can m0ore easily to read this book from a smart phone. The price is not too costly but this book features high quality.

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Data Mining and Business Analytics with R can be one of your beginner books that are good idea. Most of us recommend that straight away because this book has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but nevertheless delivering the information. The copy writer giving his/her effort to get every word into enjoyment arrangement in writing Data Mining and Business Analytics with R however doesn't forget the main stage, giving the reader the hottest as well as based confirm resource details that maybe you can be among it. This great information may drawn you into brand new stage of crucial imagining.

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