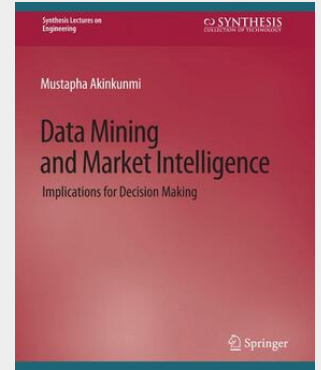


Akinkunmi

Data Mining and Market Intelligence

Implications for Decision Making

This book is written to address the issues relating to data gathering, data warehousing, and data analysis, all of which are useful when working with large amounts of data. Using practical examples of market intelligence, this book is designed to inspire and inform readers on how to conduct market intelligence by leveraging data and technology, supporting smart decision making. The book explains some suitable methodologies for data analysis that are based on robust statistical methods. For illustrative purposes, the author uses real-life data for all the examples in this book. In addition, the book discusses the concepts, techniques, and applications of digital media and mobile data mining. Hence, this book is a guide tool for policy makers, academics, and practitioners whose areas of interest are statistical inference, applied statistics, applied mathematics, business mathematics, quantitative techniques, and economic and social statistics.



58,84 €

54,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783031793899

Medium: Buch

ISBN: 978-3-031-79389-9

Verlag: Springer International Publishing

Erscheinungstermin: 30.04.2018

Sprache(n): Englisch

Auflage: 1. Auflage 2018

Serie: Synthesis Lectures on Engineering, Science, and Technology

Produktform: Kartoniert

Gewicht: 356 g

Seiten: 159

Format (B x H): 191 x 235 mm

