Data Mining Solutions: Methods and Tools for Solving Real-World Problems
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Abstract
Cutting-edge data mining techniques and tools for solving your toughest analytical problems. Data Mining Solutions is presented in down-to-earth language, facilitating an understanding of the key points. The authors, Christopher Westphal and Teresa Blaxton, share their extensive real-world experience, documenting many practical and proven solutions.
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

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