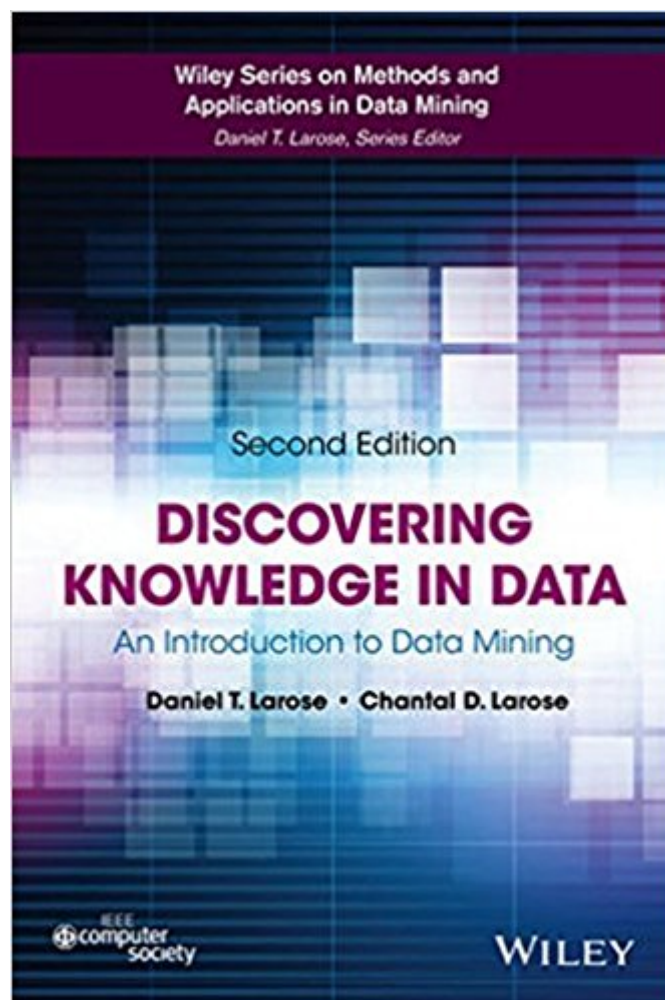


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Discovering Knowledge In Data: An Introduction To Data Mining (Wiley Series On Methods And Applications In Data Mining)



Synopsis

NOTE: Solution manual is available in the companion site. The link is provided on page 19 in the second paragraph of section 2.3 in the book. The field of data mining lies at the confluence of predictive analytics, statistical analysis, and business intelligence. Due to the ever-increasing complexity and size of data sets and the wide range of applications in computer science, business, and health care, the process of discovering knowledge in data is more relevant than ever before. This book provides the tools needed to thrive in today's big data world. The author demonstrates how to leverage a company's existing databases to increase profits and market share, and carefully explains the most current data science methods and techniques. The reader will "learn data mining by doing data mining". By adding chapters on data modelling preparation, imputation of missing data, and multivariate statistical analysis, *Discovering Knowledge in Data*, Second Edition remains the eminent reference on data mining. The second edition of a highly praised, successful reference on data mining, with thorough coverage of big data applications, predictive analytics, and statistical analysis. Includes new chapters on Multivariate Statistics, Preparing to Model the Data, and Imputation of Missing Data, and an Appendix on Data Summarization and Visualization Offers extensive coverage of the R statistical programming language Contains 280 end-of-chapter exercises Includes a companion website with further resources for all readers, and Powerpoint slides, a solutions manual, and suggested projects for instructors who adopt the book

Book Information

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Daniel T. Larose earned his PhD in Statistics at the University of Connecticut. He is Professor of Mathematical Sciences and Director of the Data Mining programs at Central Connecticut State University. His consulting clients have included Microsoft, Forbes Magazine, the CIT Group, KPMG International, Computer Associates, and Deloitte, Inc. This is Larose's fourth book for Wiley. Chantal D. Larose is a PhD candidate in Statistics at the University of Connecticut. Her research focuses on the imputation of missing data and model-based clustering. She has taught undergraduate statistics since 2011, and has done statistical consulting for DataMiningConsultant.com, LLC.

What a great introduction to Data Science! I just completed my undergrad in Applied Mathematics and am beginning a graduate degree in Data Mining. I bought this book because it is necessary for my program. I am surprised at how much I enjoy reading this book. First of all, it is written in a way that informs while not overwhelming. There are plenty of examples and graphics throughout the book that add up to make for a walkthrough more than a talking to. I also like that Dr. Larose is a Statistician. He offers insights that can only be gained from understanding the underlying mathematics behind Data Science. I find that as I read through it, and I work through the R exercises and the Hands On Data exercises, I am becoming more confident and optimistic about my future as a Data Scientist. Of course, further study is necessary, but *Discovering Knowledge in*

Data:... is an excellent beginning.

There is a lot to like about this book, but it has some unfortunate flaws. Note that it is part of a Data Mining trilogy. The other two books are: *Data Mining Methods and Models* and *Data Mining the Web: Uncovering Patterns in Web Content, Structure, and Usage*. My initial reaction was more negative as I feel strongly about the issues that this book addresses poorly. However, I find myself turning to this book again and again. I would endorse it highly, but with a caution or two. The very best features of the book are the exceptionally clear explanations of complicated algorithms. In particular, Chapters 6 and 7 and their explanations of Decision Trees and Neural Nets are just perfect for both new and veteran analysts who want to understand what is happening "under the hood". Those chapters are stand-outs, but all of the 80%+ part of the book that describes algorithms in detail (clear, careful, and readable detail) is uniformly excellent. For some readers, it may be the first time that the techniques really make sense to them. Now the flaws. The three book format is, frankly, annoying. The second book and third books are much weaker, but the it was clearly designed as a trilogy, so it is hard to recommend the first to a client without at least implicitly recommending the second. Spending my reading time well is more important to me than my reading budget, but the set of three costs more than \$200. Unless you plan on an entire shelf of related books, like me, I can't recommend the entire set. The other flaw is less obvious, and is the one that concerns me the most. Although this book cites Dorian Pyle's excellent book ... it seems to miss the whole point. Data Mining data prep is quite different from data prep for statistics. Although the two areas share a lot in common, and while mastery of statistics is a good thing for data miners, this is one of the differences between the two disciplines. Data cleaning and data reduction are critical, but this book suggests that this is accomplished by the human doing all possible bivariate.

Recommendations of factor analysis and log transformations abound, but never with cautions of when that is unnecessary or even a bad idea - something Pyle's book explores. Also, transformations like binning come off as something the analyst does during data exploration, getting it perfect before modeling. Sounds like statistics data prep to me - not data mining data prep. If anyone has ever completed data prep without preliminary modeling, or has modeled without having to revisit data prep, I have never heard of it. If a novice data miner were to take the advice too literally, they could get themselves into trouble. This would be especially true of a reader that is well versed in statistics - there is a predictable set of mistakes awaiting the classically trained on their first data mining project! My advice? There is a lot to benefit from here. All of the "white box" walk through examples are great. Consider buying this book, the Pyle book *Data Preparation for*

Data Mining (The Morgan Kaufmann Series in Data Management Systems), and Berry and Linoff's Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management, while skipping the other two in this trilogy. Use this book for the algorithm explanations, but be cautious otherwise. The screen shots and discussion of Clementine may be helpful to you, but note that Clementine 8.5 was used.

Not the best book on the topic, but very well done and concise. I liked the writing style and that it wasn't a huge 500 pager.

Very useful for introductory class in Data Mining!

The book explains the K-nearest neighborhood, Decision tree algorithm (C 4.5 and CART), neural network, K-means and Hierarchical Algorithms in a very efficient way. Also it explains the processing of data and the steps to implement data mining project. It could be longer and cover more materials.

Book was correct and shipped fast

I had it for an grad school data mining course. The subject matter wasn't all that hard, but this book made it seem that way. The examples only made my head spin. I learned the material from the web. The book was unnecessary.

Good

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