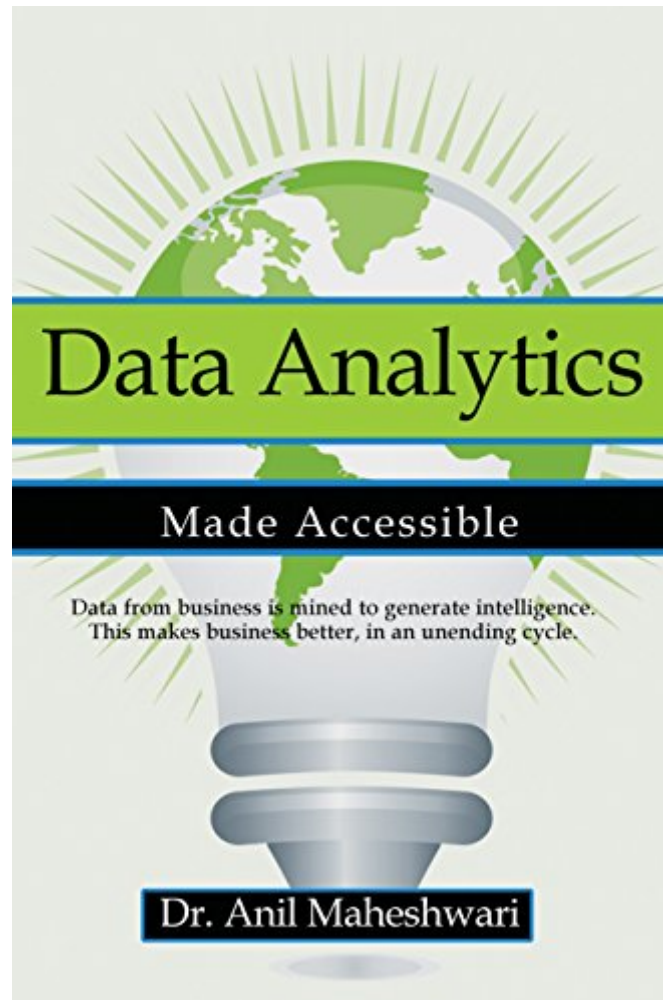


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# Data Analytics Made Accessible



## Synopsis

This book fills the need for a concise and conversational book on the growing field of Data Analytics and Big Data. Easy to read and informative, this lucid book covers everything important, with concrete examples, and invites the reader to join this field. The chapters in the book are organized for a typical one-semester course. The book contains case-studies from real-world stories at the beginning of every chapter. There is also a running case study across the chapters as exercises. This book is designed to provide a student with the intuition behind this evolving area, along with a solid toolset of the major data mining techniques and platforms. Finally, it includes a tutorial for R platform. Students across a variety of academic disciplines, including business, computer science, statistics, engineering, and others attracted to the idea of discovering new insights and ideas from data can use this as a textbook. Professionals in various domains, including executives, managers, analysts, professors, doctors, accountants, and others can use this book to learn in a few hours how to make sense of and develop actionable insights from the enormous data coming their way. This is a flowing book that one can finish in one sitting, or one can return to it again and again for insights and techniques.

Table of Contents

Chapter 1: Wholeness of Data Analytics

Chapter 2: Business Intelligence Concepts & Applications

Chapter 3: Data Warehousing

Chapter 4: Data Mining

Chapter 5: Data Visualization

Chapter 6: Decision Trees

Chapter 7: Regression Models

Chapter 8: Artificial Neural Networks

Chapter 9: Cluster Analysis

Chapter 10: Association Rule Mining

Chapter 11: Text Mining

Chapter 12: Web Mining

Chapter 13: Social Network Analysis

Chapter 14: Big Data

Chapter 15: Data Modeling Primer

Appendix: Data Mining Tutorial using R

## Book Information

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## Customer Reviews

This book is a splendid and valuable addition to this subject. The whole document is well written and I have no hesitation to recommend that this can be adapted as a text book for graduate courses in BIDM. The students will find it easy to read and follow, The style is lucid and explains the concepts and wholeness without going into any complicated maths. The author has taken immense pains to keep the writing style simple and easy to follow. This book develops the intuition and generates an interest among the students in this field. Even a casual reader of the book will be left with a keen desire to learn more because this book nicely and clearly brings out the practical benefits. The Case exercises are very good and nicely planned. The book is very reasonably priced.

I have studied data mining for six month in my undergraduate study but couldn't grasp the detail knowledge about data mining and data warehousing. I found the clear understanding about data mining and business intelligence within 10 days from the Business Intelligence & Data Mining book written by Dr. Anil Maheshwari. Along with the fort understanding, I became able to do project in data mining and business intelligence with using different data mining techniques and tools. I found the material very sweet and short and written with simple language. If one want to learn the data mining and business intelligence s/he can take advantage from this book. I appreciate and thank from inner core of heart to Dr. Maheshwari for his great job.

Dr. Anil Maheshwari has done a great job in taking a complex, highly important subject area and making it accessible to everyone. The book begins by simply connecting to what you know, and then bang - you've suddenly found out about Decision Trees, Regression Models and Artificial Neural Networks, not to mention cluster analysis, mining and Big Data. It takes real experience and authority, as well as a great generosity of spirit to be able to write like this. For instance in Chapter 12 on Big Data, Dr. Maheshwari presents "The Big Data Landscape" that gives you a great overview on a single page. I also much appreciated the way the Primer sections are made available, for beginners, and there is also a way for more advanced readers to get to stuff that is useful to take them to the next level. And by the way, this was one of the easiest to read books that I have on my

Kindle. I often feel the need to print out books, but this one flows magnificently so you just get it. I kept putting off reading it for some time, but in the end it only took a few hours, though I know it's there for me when I return again to re-examine and contemplate the "Caselets", adapting them to my own specific area of expertise. I highly recommend this book as a great introduction to what is one of the most important areas for managers across all functional areas. It's the kind of book that will stay evergreen, and I hope to see more titles to follow.

Dr. Anil Maheshwari has done a great job in taking a complex, highly important subject area and making it accessible to everyone. The book is well-structured, gives me the full knowledge of big data and the technique how to analyze the data which is very useful for my job. I have studied data mining for six months in my undergraduate study but couldn't grasp the detail knowledge about data mining and data warehousing. What I like about this book is that it is very easy to understand and there are diagrams that have helped me to grasp what the topics are all about in just one glance. I also liked the case studies at the end of each chapter which are mind boggling and it has greatly helped me to better understand the topic especially the various data mining techniques. I found the material very sweet and short and written with simple language. If one wants to learn the data mining and business intelligence s/he can take advantage from this book. I would like to thank Dr. Maheshwari for his great effort to help us learn big data analytics. Thanks : Binod Bastakoti ,

This is a sort of everything you want to know about Business Intelligence and Data Mining. Lots of bullet form, and checklists of knowledge you need to remember. Relatively easy read despite the subject matter. The good thing is if you like what you read in a chapter you likely can see clearly where to go next i.e. what further reading you need to do.

It covered a lot of ground, mostly practical, a bit theoretical. Therefore, it couldn't go really deep on any one subject, but it provided an excellent overview. Nice for executives or practitioners.

I bought this book. This book is more than excellent specially for the beginners. The thing I liked most is the length of the chapter is very small and the explanation of the writer is very clear and in easy language. Moreover, in all chapters, the case lets are very useful to make the concept 100% clear. I did all of the exercises of the book only because I love the book. The price is also very reasonable. So, I do recommend anyone specially any student to think about buying the book. Thank you Professor Anil for an excellent book!

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