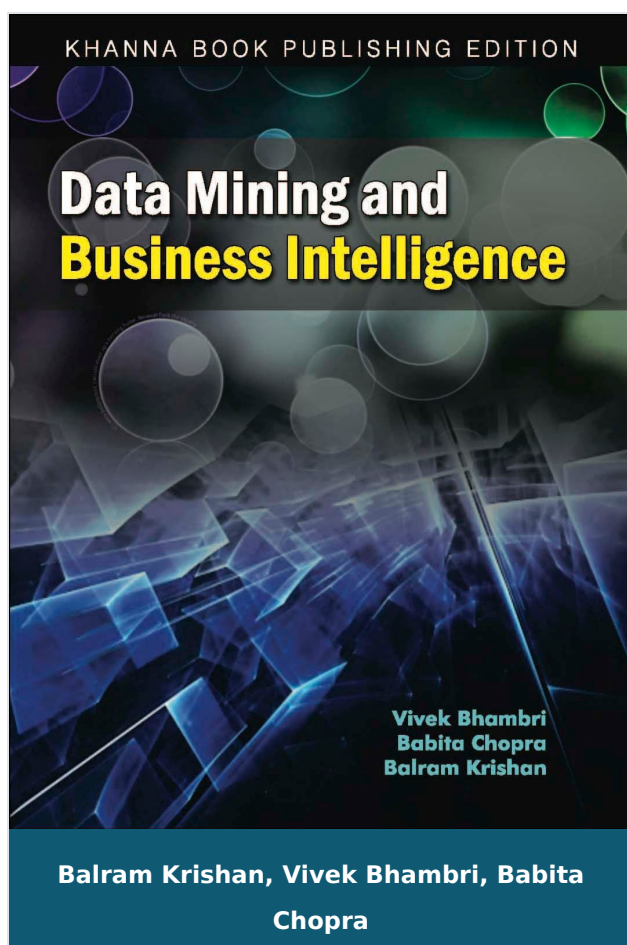




Data Mining and Business Intelligence

Author : Balram Krishan, Vivek Bhambri, Babita Chopra

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Product Description

It has been rightly said that "people who can't see the value in data mining as a concept either don't have the data or don't have data with integrity." The concepts of data mining and business intelligence are necessary for survival in the present era of cut throat competition. This book 'data mining and business intelligence' has been designed as a basic text-book for computer science students at post graduation and under graduation levels. it explains the technical concepts of this hot area in simple and easily understandable language. It covers the complete syllabus of MCA, B. Tech courses of Punjabi University, Punjab University, Punjab Technical, Guru Nanak Dev University and Kurukshetra University for the courses in Data Mining and Business Intelligence.

Table Of Contents

- Introduction To Data Warehousing
- Data Warehouse Modeling
- Building a Data Warehouse
- Data Ware House Architecture
- Data Mining
- Association Rules Mining
- Classification
- Prediction Techniques
- Clustering Technique
- Application Areas Of Data Mining
- Introduction To Business Intelligence
- Concepts Of Data Management & Enterprise Reporting

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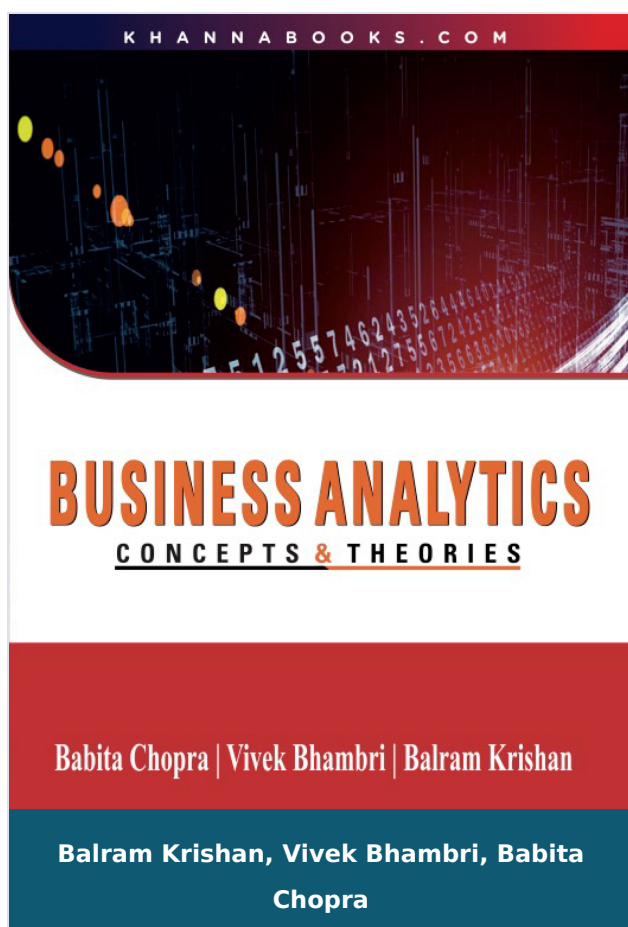
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Table Of Contents

- Introduction To Business Intelligence
- Introduction To Business Analytic
- Introduction To Data Warehousing
- Data Modeling Concepts And Techniques
- Data Mining
- Techniques Of Data Mining
- Application Areas Of Data Mining
- Concepts Of Master Data Management
- Delivering Bi With Microsoft Sql Server 2012

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