

Introducción A La Minería De Datos

Minería de datos. Técnicas y herramientas Fundamentos de minería de datos The Mining Industry of Mexico Boletín de la Sociedad Nacional de Minería Estadística minera de Chile ... La Industria minera de México Revista minera, metalúrgica y de ingeniería Estadística minera de Chile Revista minera de Bolivia Revista minera, metalúrgica y de ingeniería Estadística minera de Chile: 1908-1909 Boletín de la Sociedad Nacional de Minería Data mining. Minería de datos Boletín minera Boletín de agricultura, minería e industrias Memoria de la Secretaría de Hacienda y Crédito Público Boletín minero Estadística minera de Chile: 1904-1905 Boletín de la Sociedad Nacional de Minería Data Mining for Dummies PEREZ LOPEZ, CESAR Jorge Enrique Rodríguez Rodríguez F. González Sociedad Nacional de Minería (Santiago, Chile). Sociedad Nacional de Minería (Chile) Sociedad Nacional de Minería, Santiago de Chile Sociedad Nacional de Minería (Chile). Alfredo Daza Vergaray Sociedad Nacional de Minería (Santiago, Chile). Mexico. Secretaría de Hacienda y Crédito Público Sociedad Nacional de Minería (Santiago, Chile). Sociedad Nacional de Minería (Chile). Sociedad Nacional de Minería Meta Brown Seltzer Minería de datos. Técnicas y herramientas Fundamentos de minería de datos The Mining Industry of Mexico Boletín de la Sociedad Nacional de Minería Estadística minera de Chile ... La Industria minera de México Revista minera, metalúrgica y de ingeniería Estadística minera de Chile Revista minera de Bolivia Revista minera, metalúrgica y de ingeniería Estadística minera de Chile: 1908-1909 Boletín de la Sociedad Nacional de Minería Data mining. Minería de datos Boletín minera Boletín de agricultura, minería e industrias Memoria de la Secretaría de Hacienda y Crédito Público Boletín minero Estadística minera de Chile: 1904-1905 Boletín de la Sociedad Nacional de Minería Data Mining for Dummies PEREZ LOPEZ, CESAR Jorge Enrique Rodríguez Rodríguez F. González Sociedad Nacional de Minería (Santiago, Chile). Sociedad Nacional de Minería (Chile) Sociedad Nacional de Minería, Santiago de Chile Sociedad Nacional de Minería (Chile). Alfredo Daza Vergaray Sociedad Nacional de Minería (Santiago, Chile). Mexico. Secretaría de Hacienda y Crédito Público Sociedad Nacional de Minería (Santiago, Chile). Sociedad Nacional de Minería (Chile). Sociedad Nacional de Minería Meta Brown Seltzer

se describen los conceptos de minería de datos de la forma más sencilla posible de modo que sean inteligibles a lectores con formación diversa los capítulos comienzan describiendo las técnicas en lenguaje asequible y presentando a continuación la forma de tratarlas mediante aplicaciones prácticas una parte importante de cada capítulo son los casos prácticos totalmente resueltos incluyendo la

interpretación de los resultados los entornos de trabajo automatizados específicos de minería de datos que se utilizan son SAS Enterprise Miner y SPSS Clementine adicionalmente se utilizan determinados procedimientos de SPSS y SAS que realizan tareas de minería de datos de modo sencillo el libro va acompañado de un CD ROM que contiene los archivos de datos tanto de todos los ejemplos que ilustran la parte teórica como de los ejercicios resueltos

este es un texto introductorio para estudiantes y docentes interesados en abordar temáticas relacionadas con minería de datos en cada capítulo se plantea teoría con respecto a tareas y técnicas a continuación se muestran ejemplos y ejercicios por último un resumen el primer capítulo presenta conceptos áreas aplicaciones tareas y otras disciplinas con las cuales se relaciona la minería de datos en el segundo se describe el pre procesamiento de datos destacando tareas de esta fase y algunas técnicas o algoritmos para llevar a cabo cada una de ellas el tercero introduce al lector en una tarea de minería de datos que centra su aplicación en el análisis de mercadeo esta es la asociación de datos el cuarto está orientado a la predicción de datos haciendo énfasis en clasificación y regresión se describe como las redes neuronales artificiales los métodos bayesianos y la regresión estadística pueden ser usados para estimar valores futuros a partir de variables predictoras en el quinto muestra una de las tareas más representativas de minería de los datos la agrupación por datos por último se destaca el software UDMINER desarrollado por el grupo de investigación de inteligencia artificial de la universidad distrital Francisco José de Caldas y con el cual se podrá poner en práctica y seguir la teoría aquí planteada

en el presente libro hay capítulos dedicados a la definición de conceptos vinculados a la minería de datos así como la metodología CRISP también se explicará qué es un modelo de minería de datos y se mencionarán las técnicas más usadas en este campo tales como los árboles de decisión y las redes neuronales luego se describirán las características del software SPSS Clementine y cómo este programa se utiliza en distintos sectores como la administración pública la actividad de CRM el web mining y la bioinformática

delve into your data for the key to success data mining is quickly becoming integral to creating value and business momentum the ability to detect unseen patterns hidden in the numbers exhaustively generated by day to day operations allows savvy decision makers to exploit every tool at their disposal in the pursuit of better business by creating models and testing whether patterns hold up it is possible to discover new intelligence that could change your business's entire paradigm for a more successful outcome data mining for dummies shows you why it doesn't take a data scientist to gain this advantage and empowers average business people to start shaping a process relevant to their business's needs in this book you'll learn the hows and whys of mining to the depths of your data and how to make the case for heavier investment into data mining capabilities the book explains the details of the knowledge discovery process including model creation validity testing and interpretation effective communication of findings available tools both paid and open source data

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