

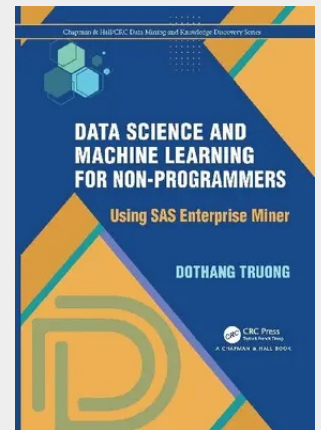
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Data Science and Machine Learning for Non-Programmers

Using SAS Enterprise Miner

As data continues to grow exponentially, knowledge of data science and machine learning has become more crucial than ever. Machine learning has grown exponentially; however, the abundance of resources can be overwhelming, making it challenging for new learners. This book aims to address this disparity and cater to learners from various non-technical fields, enabling them to utilize machine learning effectively. Adopting a hands-on approach, readers are guided through practical implementations using real datasets and SAS Enterprise Miner, a user-friendly data mining software that requires no programming. Throughout the chapters, two large datasets are used consistently, allowing readers to practice all stages of the data mining process within a cohesive project framework. This book also provides specific guidelines and examples on presenting data mining results and reports, enhancing effective communication with stakeholders. Designed as a guiding companion for both beginners and experienced practitioners, this book targets a wide audience, including students, lecturers, researchers, and industry professionals from various backgrounds.

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