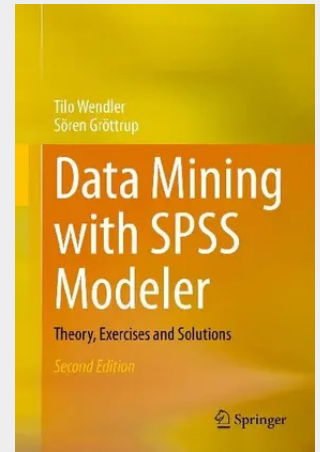


Data Mining with SPSS Modeler

Theory, Exercises and Solutions

Now in its second edition, this textbook introduces readers to the IBM SPSS Modeler and guides them through data mining processes and relevant statistical methods. Focusing on step-by-step tutorials and well-documented examples that help demystify complex mathematical algorithms and computer programs, it also features a variety of exercises and solutions, as well as an accompanying website with data sets and SPSS Modeler streams. While intended for students, the simplicity of the Modeler makes the book useful for anyone wishing to learn about basic and more advanced data mining, and put this knowledge into practice. This revised and updated second edition includes a new chapter on imbalanced data and resampling techniques as well as an extensive case study on the cross-industry standard process for data mining.

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106,99 €

99,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9783030543396

Medium: Buch

ISBN: 978-3-030-54339-6

Verlag: Springer

Erscheinungstermin: 26.05.2022

Sprache(n): Englisch

Auflage: 2. Auflage 2021

Produktform: Kartoniert

Gewicht: 2194 g

Seiten: 1274

Format (B x H): 155 x 235 mm

