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E-Commerce Big Data Mining and Analytics

This book seeks to give readers with a preliminary but critical introduction and summary of e-commerce and big data analysis. This book introduces how to achieve data acquisition and pre-processing. Specifically, this book provides three representative and interesting scenarios to demonstrate the application of e-commerce and big data analysis, i.e., trajectory big data mining technology, e-commerce fraud and anti-fraud, and recommendation system. Also this book provides the basic and illustrative operation steps of python programming language for e-commerce and big data analysis. By reading this book, readers can learn the basic concepts and principles of e-commerce and big data analysis.

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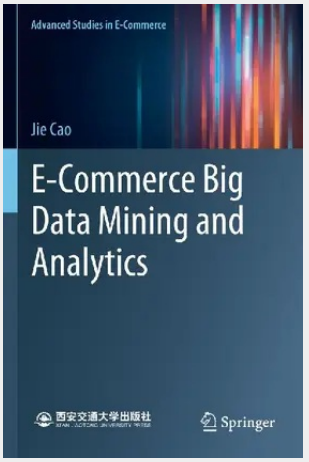

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