Robert Nisbet | Gary Miner | Ken Yale

Handbook of Statistical Analysis and Data Mining Applications

Second Edition

HANDBOOK OF STATISTICAL ANALYSIS AND DATA MINING APPLICATIONS

SECOND EDITION

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Contents

Handbook of Statistical Analysis and Data Mining Applications, Second Edition, is a comprehensive professional reference book that guides business analysts, scientists, engineers, and researchers, both academic and industrial, through all stages of data analysis, model building, and implementation. The handbook helps users discern technical and business problems, understand the strengths and weaknesses of modern data mining algorithms, and employ the right statistical methods for practical application.

This book is an ideal reference for users who want to address massive and complex datasets with novel statistical approaches and be able to objectively evaluate analyses and solutions. It has clear, intuitive explanations of the principles and tools for solving problems using modern analytic techniques and discusses their application to real problems in ways accessible and beneficial to practitioners across industries, from science and engineering, to medicine, academia, and commerce.

- Includes input by practitioners for practitioners
- Includes tutorials in numerous fields of study that provide step-by-step instruction on how to use tools to build models
- Contains practical advice from successful real-world implementations
- Brings together, in a single resource, all the information a beginner needs to understand the tools and issues in data mining to build successful data mining solutions
- Features clear, intuitive explanations of novel analytical tools and techniques, and their practical applications

About the Authors

Dr. Robert Nisbet was trained initially in Ecology and Ecosystems Analysis. He has over 30 years' experience in complex systems analysis and modeling, most recently as a Researcher (University of California, Santa Barbara). In business, he pioneered the design and development of configurable data mining applications for retail sales forecasting, and Churn, Propensity-to-buy, and Customer Acquisition in Telecommunications Insurance, Banking, and Credit industries. Currently, he serves as an Instructor in the University of California, Irvine Predictive Analytics Certificate Program, teaching online courses in Effective Data preparation (UCI), and Introduction to Predictive Analytics (UCSB).

Dr. Gary Miner received a B.S. from Hamline University, St. Paul, MN, with biology, chemistry, and education majors; an M.S. in zoology and population genetics from the University of Wyoming; and a Ph.D. in biochemical genetics from the University of Kansas as the recipient of a NASA pre-doctoral fellowship. He pursued additional National Institutes of Health postdoctoral studies at the U of Minnesota and U of Iowa eventually becoming immersed in the study of affective disorders and Alzheimer's disease.

Dr. Kenneth [illegible] [illegible] Chief Clinical Officer of [illegible] He has more than 20 years of executive [illegible] government, entrepreneurial, startup [illegible] health care companies. Prior to Delta, [illegible] director and senior [illegible] Management, an advanced [illegible] support subsidiary of [illegible] he led the innovation incubator [illegible] State and also held positions at Matria Healthcare, CorSolutions, [illegible] Solutions Network and Jefferson Group. His government experience [illegible] the U.S. Senate, executive director of the White House Domestic Policy [illegible] of the White House Office of Science and Technology and commissioned officer in the U.S. Public Health Service.

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