Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R (Chapman & Hall/CRC The R Series)

Daniel S. Putler, Robert E. Krider

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Customer and Business Analytics: Applied Data Mining for Business Decision Making Using R explains and demonstrates, via the accompanying open-source software, how advanced analytical tools can address various business problems. It also gives insight into some of the challenges faced when deploying these tools. Extensively classroom-tested, the text is ideal for students in customer and business analytics or applied data mining as well as professionals in small- to medium-sized organizations.

The book offers an intuitive understanding of how different analytics algorithms work. Where necessary, the authors explain the underlying mathematics in an accessible manner. Each technique presented includes a detailed tutorial that enables hands-on experience with real data. The authors also discuss issues often encountered in applied data mining projects and present the CRISP-DM process model as a practical framework for organizing these projects.

Showing how data mining can improve the performance of organizations, this book and its R-based software provide the skills and tools needed to successfully develop advanced analytics capabilities.

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