



Data Mining Using SAS Enterprise Miner

By Randall Matignon

John Wiley and Sons Ltd, United States, 2007. Paperback. Book Condition: New. 279 x 213 mm. Language: English . Brand New Book. The most thorough and up-to-date introduction to data mining techniques using SAS Enterprise Miner. The Sample, Explore, Modify, Model, and Assess (SEMMA) methodology of SAS Enterprise Miner is an extremely valuable analytical tool for making critical business and marketing decisions. Until now, there has been no single, authoritative book that explores every node relationship and pattern that is a part of the Enterprise Miner software with regard to SEMMA design and data mining analysis. Data Mining Using SAS Enterprise Miner introduces readers to a wide variety of data mining techniques and explains the purpose of-and reasoning behind-every node that is a part of the Enterprise Miner software. Each chapter begins with a short introduction to the assortment of statistics that is generated from the various nodes in SAS Enterprise Miner v4.3, followed by detailed explanations of configuration settings that are located within each node. Features of the book include:* The exploration of node relationships and patterns using data from an assortment of computations, charts, and graphs commonly used in SAS procedures* A step-by-step approach to each node discussion,...



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