Data Mining Explained: A Manager's Guide to Customer-Centric Business Intelligence

Rhonda Delmater, Monte Hancock Jr.

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The first book for managers and technical professionals that teaches data mining in an accessible way and that explains how data mining drives next-generation customer relationship strategies.

Data Mining Explained helps technically-proficient managers and IT professionals use powerful data mining technologies to solve important business challenges, most importantly to identify and better serve customer needs. Written by data mining experts, Data Mining Explained describes how companies in general and those in key vertical markets can design and build effective technical marketing and sales strategies and operations using data mining.

Data Mining Explained makes vital and increasingly mainstream concepts and technologies accessible to a wide range of readers new to the topic. Readers will learn how data mining can help them find relationships and patterns, such as customer buying habits, within the huge stores of data they gather every day. Data Mining Explained helps readers understand how data mining is defining next-generation e-commerce and customer relationship management (CRM) and can revolutionize how organizations engage their customers.

Teaches an increasingly mainstream technology to managers and technical professionals
Explains how data mining unites customer relationship management (CRM) and business intelligence
Describes how to develop a data mining strategy

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