

Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence

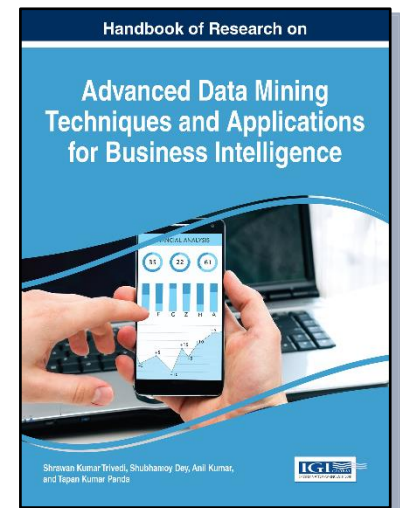
Part of the Advances in Business Information Systems and Analytics Book Series

Shrawan Kumar Trivedi (BML Munjal University, India), Shubhamoy Dey (Indian Institute of Management Indore, India), Anil Kumar (BML Munjal University, India) and Tapan Kumar Panda (Jindal Global Business School, India)

Description:

The development of business intelligence has enhanced the visualization of data to inform and facilitate business management and strategizing. By implementing effective data-driven techniques, this allows for advance reporting tools to cater to company-specific issues and challenges.

The **Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence** is a key resource on the latest advancements in business applications and the use of mining software solutions to achieve optimal decision-making and risk management results. Highlights innovative studies on data warehousing, business activity monitoring, and text mining.



Readers:

This publication is an ideal reference source for research scholars, management faculty, and practitioners.

ISBN: 9781522520313

Release Date: April, 2017

Copyright: 2017

Pages: 400

Topics Covered:

- Business Activity Monitoring
- Data Warehousing
- Forecasting
- Mining Data Streams
- Performance Measurement
- Text Mining
- Visualization Techniques

**Hardcover +
Free E-Book:**

\$260.00

E-Book Only:

\$260.00

Order Information

Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com

TABLE OF CONTENTS

Preface

Acknowledgment

Section 1

Business Intelligence with Data Mining: Process and Applications

Chapter 1

AN INTRODUCTION TO DATA ANALYTICS ITS TYPES AND ITS APPLICATIONS

A.Sheik Abdullah
Thiagarajar College of Engineering, India
S.Selvakumar
G.K.M College of Engineering and Technology, India
A.M.Abirami
Thiagarajar College of Engineering, India

Chapter 2

DATA MINING & STATISTICS: TOOLS FOR DECISION MAKING IN THE AGE OF BIG DATA

Hirak Dasgupta
Symbiosis International University, India

Chapter 3

DATA CLASSIFICATION ITS TECHNIQUES AND BIG DATA

A.Sheik Abdullah
Thiagarajar College of Engineering, India
R.Suganya
Thiagarajar College of Engineering, India
S.Selvakumar
G.K.M College of Engineering and Technology, India
S.Rajaram
Thiagarajar College of Engineering, India

Chapter 4

SECURE DATA ANALYSIS IN CLUSTERS (IRIS DATABASE)

Raghvendra Kumar
Lakshmi Narain College of Technology, India
Prasant Kumar Pattnaik
KIIT University, India
Priyanka Pandey
Lakshmi Narain College of Technology, India

Chapter 5

DATA MINING FOR SECURE ONLINE PAYMENT TRANSACTION

Masoumeh Zareapoor
Institute of Image Processing and Pattern Recognition,
Shanghai Jiao Tong University, China
Pourya Shamsolmoali
Advanced Scientific Computing Division, CMCC, Italy
M.Afshar Alam
Jamia Hamdard University, India
Hamdard Nagar, India

Chapter 6

THE INTEGRAL OF SPATIAL DATA MINING IN THE ERA OF BIG DATA: ALGORITHMS AND APPLICATIONS

Belay Gebremeskel
Chongqing University, China
Yi Chai
Chongqing University, China

Zhongshi He

Chongqing University, China

Section 2

Social Media Analytics with Sentiment Analysis: Business Applications and Methods

Chapter 7

SOCIAL MEDIA AS MIRROR OF SOCIETY

Amir Manzoor
Bahria University, Pakistan

Chapter 8

BUSINESS INTELLIGENCE THROUGH OPINION MINING

T. K. Das
VIT University, India

Chapter 9

SENTIMENT ANALYSIS

A.M.Abirami
Thiagarajar College of Engineering, India
A.Sheik Abdullah
Thiagarajar College of Engineering, India
A.Askarunisa
KLN College of Information Technology, India
S.Selvakumar
G.K.M College of Engineering and Technology, India
C.Mahalakshmi
Thiagarajar College of Engineering, India

Chapter 10

ASPECT BASED SENTIMENT ANALYSIS OF ONLINE PRODUCT REVIEWS

Vinod Kumar Mishra
Bipin Tripathi Kumaon Institute of Technology, India
Himanshu Tiruwa
Bipin Tripathi Kumaon Institute of Technology, India

Chapter 11

SENTIMENT ANALYSIS WITH SOCIAL MEDIA ANALYTICS: METHODS, PROCESS AND APPLICATIONS

Ponnuru Ramalinga Kartteek
BML Munjal University, India
Rashik Gupta
BML Munjal University, India
Shrawan Kumar Trivedi
BML Munjal University, India

Chapter 12

ORGANIZATIONAL ISSUE FOR BI SUCCESS: CRITICAL SUCCESS FACTORS FOR BI IMPLEMENTATIONS WITHIN THE ENTERPRISE

Sanjiva Shankar Dubey
SSD Consulting, India
Arunesh Sharan
AS Consulting, India

Chapter 13

ETHICS OF SOCIAL MEDIA RESEARCH

Amir Manzoor
Bahria University, India

Section 3

Big Data Analytics: Its Methods and Applications

Chapter 14

BIG DATA ANALYTICS IN HEALTHCARE

K. Suneetha
Jawaharlal Nehru Technological University,

India

Chapter 15
MINING BIG DATA FOR MARKETING INTELLIGENCE

Khadija Ali Vakeel
Indian Institute of Management, India

Chapter 16
PREDICTIVE ANALYSIS FOR DIGITAL MARKETING USING BIG DATA: BIG DATA FOR PREDICTIVE ANALYSIS

Balamurugan Balusamy
VIT University, India
Priya Jha
VIT University, India
Tamizh arasi
VIT University, India
Malathi Velu
VIT University, India

Chapter 17
STRATEGIC BEST-IN-CLASS PERFORMANCE FOR VOICE TO CUSTOMER: IS BIG DATA IN LOGISTICS A PERFECT MATCH

Supriyo Roy
Birla Institute of Technology, India
Kaushik Kumar
Birla Institute of Technology, India

Section 4

Advance Data Analytics: Decision Models and Business Applications

Chapter 18
AN OBJECTIVE ANALYSIS OF PAGE LOAD TIME OF E-COMMERCE WEBSITES

Dr. G. Sreedhar,
Rastriya Sanskrit Vidhya Pheet University,
India
Dr. A A Chari,
Rayalaseema University, India

Chapter 19
ARTIFICIAL INTELLIGENCE IN STOCHASTIC MULTIPLE CRITERIA DECISION MAKING

Hanna Sawicka
Poznan University of Technology, Poland

Chapter 20
JOINT DECISION FOR PRICE COMPETITIVE INVENTORY MODEL WITH TIME PRICE AND CREDIT PERIOD DEPENDENT DEMAND

Nita H. Shah
Department of Mathematics
Gujarat University, India

Chapter 21
ON DEVELOPMENT OF A FUZZY STOCHASTIC PROGRAMMING MODEL WITH ITS APPLICATION TO BUSINESS MANAGEMENT

Animesh Biswas and Arnab Kumar De
University of Kalyani, India
Arnab Kumar De
Govt.College of Engineering and Textile Technology, India

Chapter 22
RANKING OF CLOUD SERVICES USING OPINION MINING AND MULTI-ATTRIBUTE DECISION MAKING

Timmaraju Srimanyu
University of Hyderabad, India
Vadlamani Ravi
University of Hyderabad, India
G. R. Gangadharan
University of Hyderabad, India

Compilation of References

About the Contributors

Index

Shrawan Kumar Trivedi is an assistant professor of Information Systems in the School of Management at BML Munjal University. He has completed his Fellow (FPM) from Indian Institute of Management Indore. Prior to this, he did his M.Tech (IT) from Indian Institute of Information Technology Allahabad, M.Sc. (Electronics) from University Institute of Technology, C.S.J.M. University Kanpur and B.Sc (PCM) from C.S.J.M. University Kanpur. He has his expertise in Data Mining, Text Mining and Big Data. His area of interest includes Business Intelligence and Analytics, Management Information Systems, Enterprise Resource Planning, Knowledge Management, IT Strategy etc. He also has expertise in several software tools like SPSS, SAS, Matlab, Clementine and some other business analytics tools. In addition to this, he has published his research papers in reputed international journals and presented his research in many international conferences. His papers can be viewed in IEEE Xplore, ACM portals and many peer reviewed journals. In his academics, he has done many projects like Wireless Transmitter, PC Remote, Power Amplifier, E10 B switching Systems, GSM etc. During his M.Tech (IT), he has worked on Wireless Sensor Network where he has designed a new protocol for routing. In his FPM, he has worked on Text mining and developed some new algorithms for classification. His research interest includes Text Mining, Data Mining, Big Data, Inter Organisation Systems and applications like Spam Classification, Sentiment Analysis etc.

Order Information

Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com

Shubhamoy Dey is a professor of information systems at Indian Institute of Management Indore, India. He completed his Ph. D from the School of Computing, University of Leeds, UK, and Master of Technology from Indian Institute of Technology (IITKharagpur). He specializes in Data Mining and has 25 years of research, consulting and teaching experience in UK, USA and India.

Anil Kumar is a faculty of Operation Management and Quantitative Techniques in the School of Management at BML Munjal University, Gurgaon India. He completed his Ph.D in Management Science from Indian Institute of Information Technology and Management, Gwalior. He earned his MBA, MSc (Mathematics) from Department of Mathematics (Kurukshetra University, Kurukshetra) and Graduation in Mathematics-Hons from the same University. He also qualified UGC-NET. He published more than 27 research papers/book chapters and also four books in his credit. His research interest includes marketing analytics, multi-criteria decision making, fuzzy multi-criteria decision making, fuzzy optimisation, application of soft-computing and econometrics modelling in marketing, multi-criteria decision making and fuzzy applications in e-commerce and M-commerce.

Tapan Panda is an alumnus of University of Houston, USA, where he completed an MBA in Global Energy. He holds a PhD in Business Administration. He has worked as a full-time faculty member at 3 IIMs – Lucknow, Kozhikode and Indore. He has also officiated as Director, Indian Institute of Management, Indore before joining Everonn Education Limited (a BSE and NSE listed company) as its president -marketing & corporate affairs. He has more than twenty years of academic experience in marketing, branding and customer relationship management. He was also Director at Great Lakes Institute of Management, Chennai. He has visited C.T. Bauer College, University of Houston, Texas, USA; University of Cincinnati, Ohio, USA; Fudan University, Shanghai, China; on visiting academic assignments. He has trained people from reputed organizations like ONGC, GAIL, SAIL, EIL, HUL, LG, AXIS Bank, and TVS Motors. He is a member of American Marketing Association (AMA), National Board of Accreditation (NBA), and AIMA. He has published extensively in reputed national and international journals and presented in international conferences across the world. He has more than 50 research papers and 16 books to his credit. His books include: Sales and Distribution Management (Oxford University Press), Marketing Management (Excel Books), Tourism Management (Orient Longman). He is a regular contributor to business newspapers and magazines; and has participated in CNBC and Zee Business programmes.

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com