

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

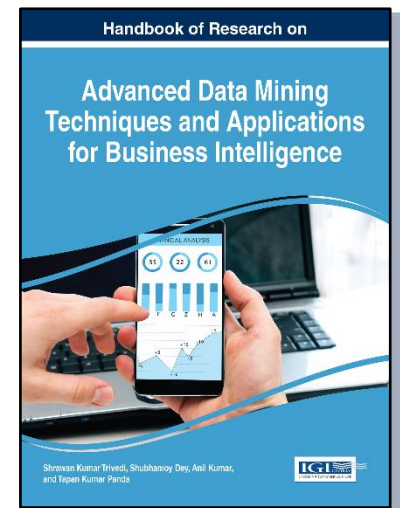
Part of the Advances in Business Information Systems and Analytics Book Series

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.

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Topics Covered:

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

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