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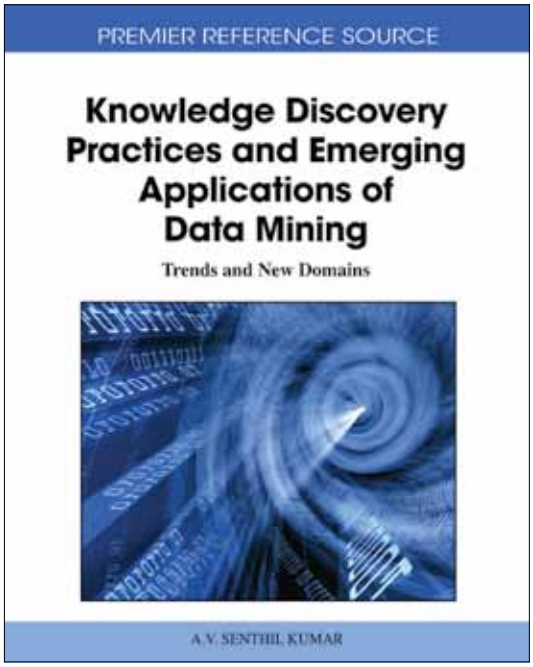
Knowledge Discovery Practices and Emerging Applications of Data Mining: Trends and New Domains



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Recent developments have drastically increased the volume and complexity of data available to be mined, leading researchers to explore new ways to glean non-trivial data automatically.

Knowledge Discovery Practices and Emerging Applications of Data Mining: Trends and New Domains introduces the reader to recent research activities in the field of data mining. This book covers association mining, classification, mobile marketing, opinion mining, microarray data mining, internet mining and applications of data mining on biological data, telecommunication and distributed databases, among others, while promoting understanding and implementation of data mining techniques in emerging domains.

Topics Covered:

- Analysis and integration of biological data
- Data mining integration with business intelligence
- Disguised missing data
- Knowledge mining from online discussions
- Microarray data mining
- Mobile marketing
- Multiagent knowledge-based systems
- Optimizing and managing digital telecommunication systems using data mining
- Temporal association rule mining in large databases
- Using classification to improve association mining

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

A.V. Senthil Kumar is presently working as a SG Lecturer in the Department of MCA, CMS College of Science and Commerce, Coimbatore, Tamilnadu, India. He has written many articles/papers in Computer Science. He is an Editorial Board Member and Reviewer for various International Journals; Committee member for various International Journals and member of various Computer Science associations. He has more than 13 years of teaching and 5 years of industrial experience. He has obtained his B.Sc Degree (Physics) in 1987, Post Graduate Diploma in Computer Applications in 1988, Master of Computer Applications in 1991 from Bharathiar University. He has done his Master of Philosophy in Computer Science from Bharathidasan University and completed his PhD in Computer Science from the Vinayaka Missions University, Salem, Tamilnadu, India in 2009.

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