



Data Mining Cookbook: Modeling Data for Marketing, Risk and Customer Relationship Management

Olivia Parr Rud

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Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions. In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.

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