



Data mining: Metodi e strategie (UNITEXT / La Matematica per il 3+2) (Italian Edition)

Susi Dulli, Sara Furini, Edmondo Peron

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Il libro nasce dall'esigenza di coniugare esperienze e capacità procedurali diverse provenienti da vari ambiti disciplinari, quali l'informatica e la statistica, al fine di ricercare ed individuare percorsi e relazioni legate alla conoscenza. In un contesto di business, la conoscenza scoperta può avere un valore strategico per le aziende perchè consente di aumentare i profitti, riducendo i costi oppure aumentando le entrate con il conseguente aumento del ROI. Il volume è rivolto sia a studenti universitari e ricercatori, che a professionisti e manager aziendali che vogliono approfondire gli aspetti algoritmici delle tecniche di Data mining: lo studio degli algoritmi e delle principali tecniche è essenziale per conoscere meglio come la tecnologia possa essere applicata ai diversi tipi di dati e quindi anche diverse problematiche di business. Il testo pone volutamente l'attenzione sugli aspetti procedurali e di calcolo della metodologia, differenziandosi dagli altri testi in italiano che inquadrano puramente il contesto statistico. Il materiale esposto può essere utile a quanti vogliono completare la loro formazione scientifica in questa disciplina.

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