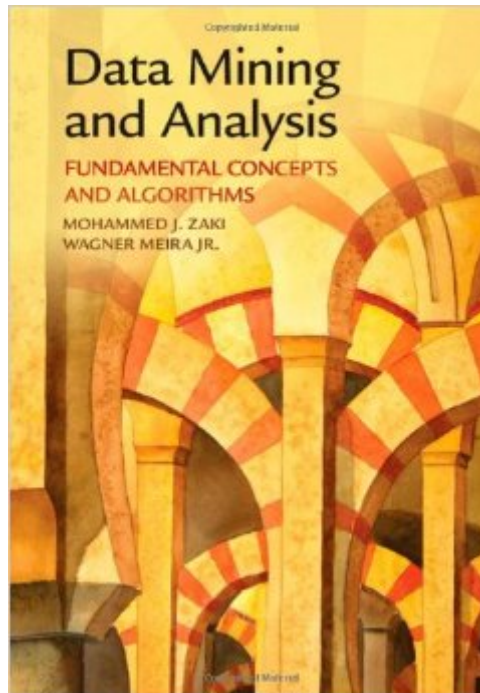


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# Data Mining And Analysis: Fundamental Concepts And Algorithms



## Synopsis

The fundamental algorithms in data mining and analysis form the basis for the emerging field of data science, which includes automated methods to analyze patterns and models for all kinds of data, with applications ranging from scientific discovery to business intelligence and analytics. This textbook for senior undergraduate and graduate data mining courses provides a broad yet in-depth overview of data mining, integrating related concepts from machine learning and statistics. The main parts of the book include exploratory data analysis, pattern mining, clustering, and classification. The book lays the basic foundations of these tasks, and also covers cutting-edge topics such as kernel methods, high-dimensional data analysis, and complex graphs and networks. With its comprehensive coverage, algorithmic perspective, and wealth of examples, this book offers solid guidance in data mining for students, researchers, and practitioners alike. Key features:

- Covers both core methods and cutting-edge research
- Algorithmic approach with open-source implementations
- Minimal prerequisites: all key mathematical concepts are presented, as is the intuition behind the formulas
- Short, self-contained chapters with class-tested examples and exercises allow for flexibility in designing a course and for easy reference
- Supplementary website with lecture slides, videos, project ideas, and more

## Book Information

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## Customer Reviews

This is absolutely the best introduction book to data mining. This is not an advanced one, as it says it is the fundamentals. It is very well written, avoiding the assumption that the reader should guess it

himself. I had 3 other well known references in data mining, but I couldn't finish reading them. My background is in Computer Engineering. I wish I had this book before I suffered with the other. Now I may try approaching Hastie's book again:)

I have a multitude of books on data mining and this is by far one of the must easy to follow books that I have seen. While the authors sacrifice scope, it more than makes up for it in clearness of exposition. I highly encourage anyone interested in data mining to add this one to their collection

I have only read a few chapters but I have already found this to be a quite good reference. The writing style is clear and the material seems to be well organized. However, what ever you do, do not buy the Kindle version. There are countless equations which are printed so small that even on the highest text size setting you will need a magnifying glass to read them. It is a pity that such an otherwise worthwhile reference has this problem.

Covers the breadth and depth of data analysis in a systematic, logical way. The writing is clear with a balance between theory and application.

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