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DATA MINING con IBM SPSS a traves de ejemplos (Spanish Edition)

Antonio Prieto

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La minería de datos o Data Mining puede definirse inicialmente como un proceso de descubrimiento de nuevas y significativas relaciones, patrones y tendencias al examinar grandes cantidades de datos. La disponibilidad de grandes volúmenes de información y el uso generalizado de herramientas informáticas ha transformado el análisis de datos orientándolo hacia determinadas técnicas especializadas englobadas bajo el nombre de minería de datos o Data Mining. Las técnicas de minería de datos persiguen el descubrimiento automático del conocimiento contenido en la información almacenada de modo ordenado en grandes bases de datos. Estas técnicas tienen como objetivo descubrir patrones, perfiles y tendencias a través del análisis de los datos utilizando técnicas avanzadas como muestreo, análisis exploratorio de datos, técnicas de reducción de la dimensión, técnicas de modelización avanzada, clasificación, segmentación, predicción, reconocimiento de patrones y otras técnicas avanzadas de análisis de datos. Este libro trata la mayoría de estas técnicas desde el punto de vista práctico utilizando el software IBM SPSS, uno de los más adecuados del mercado para estas tareas.

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