

Data Mining Techniques: For Marketing, Sales, and Customer Support

By Michael J. A. Berry, Gordon S. Linoff

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Who will remain a loyal customer and who won't?

What kind of marketing approach is most likely to increase sales?

What can customer buying patterns tell us about improving our inventory control?

What type of credit approval process will work best for us and our customers?

The answers to these and all your crucial business questions lie buried in your company's information systems. This book supplies you with powerful tools for mining them.

Data Mining Techniques thoroughly acquaints you with the new generation of data mining tools and techniques and shows you how to use them to make better business decisions. One of the first practical guides to mining business data, it describes techniques for detecting customer behavior patterns useful in formulating marketing, sales, and customer support strategies. While database analysts will find more than enough technical information to satisfy their curiosity, technically savvy business and marketing managers will find the coverage eminently accessible. Here's your chance to learn all about:
* How leading companies across North America are using data mining to beat the competition
* How each tool works, and how to pick the right one for the job
* Seven powerful techniques -cluster detection, memory-based reasoning, market basket analysis, genetic algorithms, link analysis, decision trees, and neural nets
* How to prepare data sources for data mining, and how to evaluate and use the results you get

Data Mining Techniques shows you how to quickly and easily tap the gold mine of business solutions lying dormant in your information systems.

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Editorial Review

Review
"The book thoroughly acquaints you with the new generation of data mining tools and techniques and shows you how to use them to make better business decisions. This guide describes techniques for detecting customer behavior patterns useful in formulating marketing, sales and customer support strategies. While database analysts will find more than enough technical information to satisfy their curiosity, technically savvy business and marketing managers will find this book accessible." (Fathbrain.com; Ganthead.com, 9/01)

From the Publisher
With data mining, companies can analyze customers' past behaviors in order to make strategic decisions for the future. This book is a practical guide to mining business data to help marketers and business managers focus their marketing and sales strategies. It explains how each mining technique works and what kinds of business problems each one can solve.

From the Back Cover
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