

Data Mining: Concepts, Methods and Applications in Management and Engineering Design (Decision Engineering)

Yong Yin, Ikou Kaku, Jiafu Tang, JianMing Zhu

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Data Mining introduces in clear and simple ways how to use existing data mining methods to obtain effective solutions for a variety of management and engineering design problems.

Data Mining is organised into two parts: the first provides a focused introduction to data mining and the second goes into greater depth on subjects such as customer analysis. It covers almost all managerial activities of a company, including: • supply chain design, • product development, • manufacturing system design, • product quality control, and • preservation of privacy. Incorporating recent developments of data mining that have made it possible to deal with management and engineering design problems with greater efficiency and efficacy, Data Mining presents a number of state-of-the-art topics. It will be an informative source of information for researchers, but will also be a useful reference work for industrial and managerial practitioners.



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