

Data Mining For Business Analytics Concepts Techniques And Applications In R

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Data mining is used in data analytics, but they aren't the same. Data mining is the process of getting the information from large data sets, and data analytics is when companies take this information and dive into it to learn more. Data analysis involves inspecting, cleaning, transforming, and modeling data.

Data Mining in Business Analytics

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While both require an understanding of fundamentals such as programming and statistics, weightage for other skills may differ in both the courses. For instance, business analytics focuses more on business analytics, business intelligence, whereas data science is more about data mining, data warehousing, AI, deep learning, cloud computing etc.

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Data Mining for Business Analytics: Concepts, Techniques ...

Descriptive analytics is the process of leveraging data and interpreting data sets by using business intelligence tools such as MATLAB, Microsoft Excel, SPSS, and STATA to better understand raw data. For example, professionals can use descriptive analytics to interpret sales data to identify trends in the market that can be financially exploited.

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