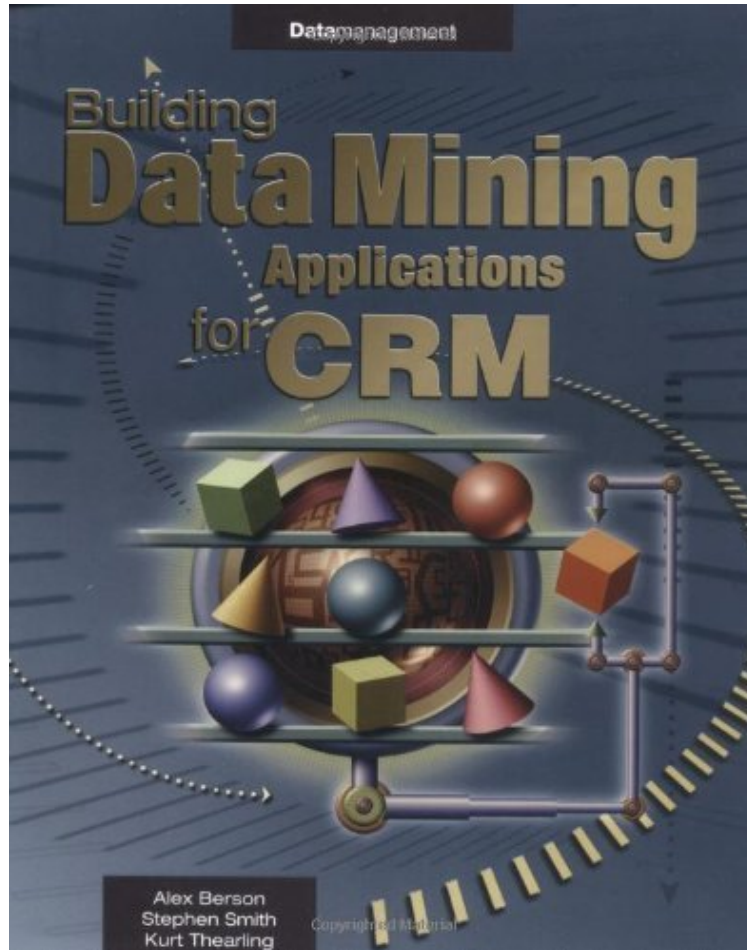


(Download pdf ebook) Building Data Mining Applications for CRM (Enterprise)

Building Data Mining Applications for CRM (Enterprise)

Von Alex Berson, Kurt Thearling, Stephen Smith
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Von Alex Berson, Kurt Thearling, Stephen Smith : Building Data Mining Applications for CRM (Enterprise) before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Data Mining Applications for CRM (Enterprise):

Kundenrezensionen Hilfreichste Kundenrezensionen 0 von 0 Kunden fanden die folgende Rezension hilfreich. Broad coverage of data mining Issues Von Tom Debevoise In addition to CRM, this book presents extensive coverage of the basics of data mining and data warehousing. I found the material accurate and easy to read. There is a pretty standard review of the different data mining analysis techniques, from regression through neural networks and finally rule-based systems. Since I am familiar with these topics, I found it difficult to wade through all of this to get to the CRM material. It would be nice if the publishers and authors would consider extracting the CRM material and creating a shorter, more focused form. Just one quibble. At one point the authors make reference to 'altering customer behavior'. One objective of CRM is to match customer's behavior with appropriate offerings. One strategic outcome of CRM analysis is to change a businesses operations to match a customer's needs. The book seem most focused on developing

the correct analysis of customer data in order to achieve CRM objective. There are discussion of business cases such as churn and campaign analysis. Despite a section on architecture, the text is light on how the analysis affects operation systems. Overall, I recommend the book and I am still studying it. 0 von 0 Kunden fanden die folgende Rezension hilfreich. Just what I needed. Five Stars! Von DWParis I picked up a copy of this book (along with a few others) after my boss put me on a project to apply data mining to a churn problem we have been having. Unlike most of the other books I found, this one didn't limit itself to algorithms and statistics. It answered all my questions and was critical to a successful presentation I gave to our VP of marketing. I'm just about to start applying what I learned by deploying a churn campaign and don't think I would be where I am without this book. I give it a five star recommendation. 0 von 0 Kunden fanden die folgende Rezension hilfreich. Finally "the book" Von Ein Kunde This book is valuable for 2 main reasons :- First, it is so rich in detail that it is an encyclopedia for Data Miner and CRM people. everything is described : tools, approaches, projects ...- Second, an to me the key point : it is the only book that truly integrate CRM, data warehouse and data mining and still provide and intelligent reading ! If you have a project wuth such flavour, or before embarking a CRM project, read this before the first meeting

Kurzbeschreibung How data mining delivers a powerful competitive advantage! Are you fully harnessing the power of information to support management and marketing decisions? You will, with this one-stop guide to choosing the right tools and technologies for a state-of-the-art data management strategy built on a Customer Relationship Management (CRM) framework. Authors Alex Berson, Stephen Smith, and Kurt Thearling help you understand the principles of data warehousing and data mining systems, and carefully spell out techniques for applying them so that your business gets the biggest pay-off possible. Find out about Online Analytical Processing (OLAP) tools that quickly navigate within your collected data. Explore privacy and legal issues...evaluate current data mining application packages...and let real-world examples show you how data mining can impact -- and improve -- all of your key business processes. Start uncovering your best prospects and offering them the products they really want (not what you think they want)! Kurzbeschreibung How data mining delivers a powerful competitive advantage! Are you fully harnessing the power of information to support management and marketing decisions? You will, with this one-stop guide to choosing the right tools and technologies for a state-of-the-art data management strategy built on a Customer Relationship Management (CRM) framework. Authors Alex Berson, Stephen Smith, and Kurt Thearling help you understand the principles of data warehousing and data mining systems, and carefully spell out techniques for applying them so that your business gets the biggest pay-off possible. Find out about Online Analytical Processing (OLAP) tools that quickly navigate within your collected data. Explore privacy and legal issues...evaluate current data mining application packages...and let real-world examples show you how data mining can impact -- and improve -- all of your key business processes. Start uncovering your best prospects and offering them the products they really want (not what you think they want)! Synopsis This text provides comparison and contrast to different approaches and tools available for contemporary data mining. It offers a step-by-step plan to help readers develop a personalized approach.