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Data Mining Models

David L. Olson

Data mining has become the fastest growing topic of interest in business programs in the past decade. This book is intended to describe the benefits of data mining in business, the process and typical business applications, the workings of basic data mining models, and demonstrate each with widely available free software.

The book focuses on demonstrating common business data mining applications. It provides exposure to the data mining process, to include problem identification, data management, and available modeling tools. The book takes the approach of demonstrating typical business data sets with open source software. KNIME is a very easy-to-use tool, and is used as the primary means of demonstration. R is much more powerful and is a commercially viable data mining tool. We also demonstrate WEKA, which is a highly useful academic software, although it is difficult to manipulate test sets and new cases, making it problematic for commercial use.

David L. Olson is the James and H.K. Stuart Endowed Chair and full professor in the College of Business Administration at the University of Nebraska-Lincoln. He has published research in over 150 refereed journal articles, primarily on the topic of multiple objective decision making and information technology. He teaches in the management information systems, management science, and operations management areas. He has authored over 20 books and is an associate editor of *Service Business*, *Decision Support Systems*, and *Decision Sciences*, and a co-editor in chief of *International Journal of Services Sciences*. He has made over 100 presentations at international and national conferences on research topics. He is a member of the Decision Sciences Institute, the Institute for Operations Research and Management Sciences, and the Multiple Criteria Decision Making Society.

**BIG DATA AND BUSINESS ANALYTICS
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