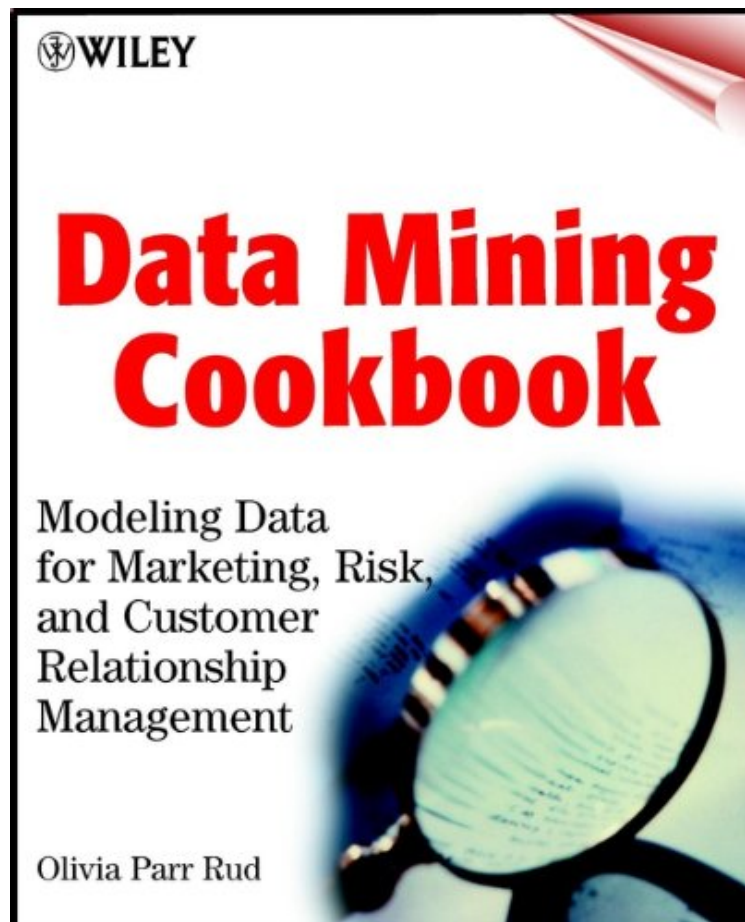


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Data Mining Cookbook: Modeling Data for Marketing, Risk, and Customer Relationship Management (Datawarehousing)

Olivia Parr Rud

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mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.