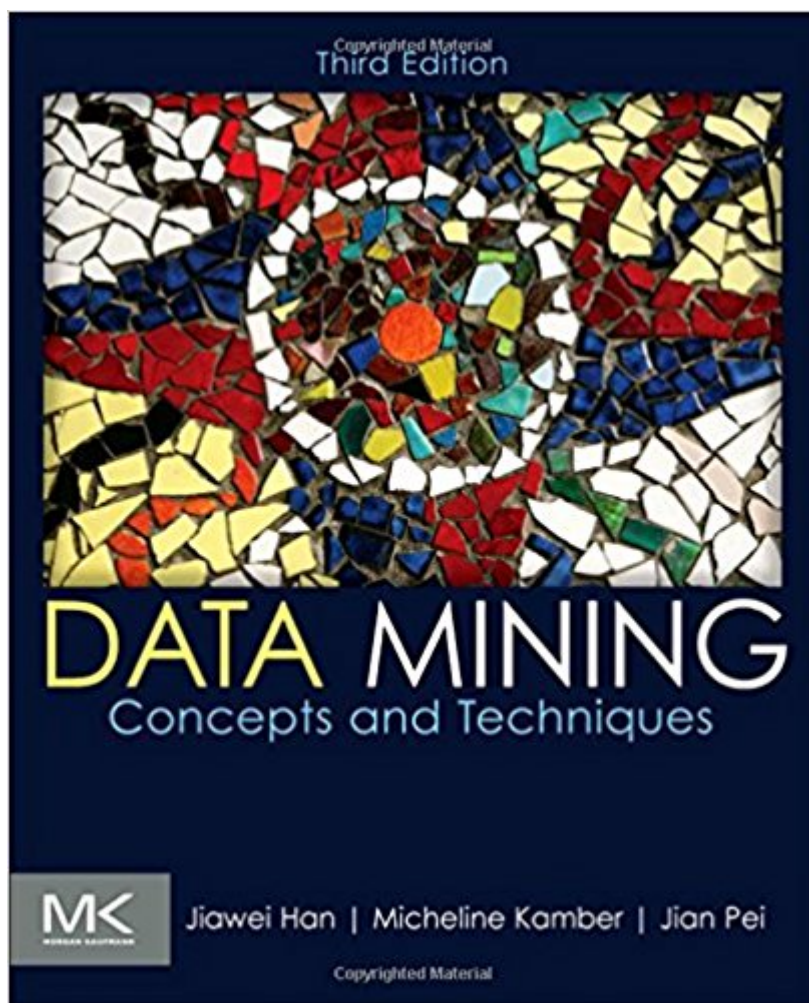




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# Data Mining: Concepts And Techniques, Third Edition (The Morgan Kaufmann Series In Data Management Systems)



## Synopsis

The increasing volume of data in modern business and science calls for more complex and sophisticated tools. Although advances in data mining technology have made extensive data collection much easier, it's still always evolving and there is a constant need for new techniques and tools that can help us transform this data into useful information and knowledge. Since the previous edition's publication, great advances have been made in the field of data mining. Not only does the third edition of *Data Mining: Concepts and Techniques* continue the tradition of equipping you with an understanding and application of the theory and practice of discovering patterns hidden in large data sets, it also focuses on new, important topics in the field: data warehouses and data cube technology, mining stream, mining social networks, and mining spatial, multimedia and other complex data. Each chapter is a stand-alone guide to a critical topic, presenting proven algorithms and sound implementations ready to be used directly or with strategic modification against live data. This is the resource you need if you want to apply today's most powerful data mining techniques to meet real business challenges. \* Presents dozens of algorithms and implementation examples, all in pseudo-code and suitable for use in real-world, large-scale data mining projects. \* Addresses advanced topics such as mining object-relational databases, spatial databases, multimedia databases, time-series databases, text databases, the World Wide Web, and applications in several fields. \* Provides a comprehensive, practical look at the concepts and techniques you need to get the most out of your data

## Book Information

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"A well-written textbook (2nd ed., 2006; 1st ed., 2001) on data mining or knowledge discovery. The text is supported by a strong outline. The authors preserve much of the introductory material, but add the latest techniques and developments in data mining, thus making this a comprehensive resource for both beginners and practitioners. The focus is data-all aspects. The presentation is broad, encyclopedic, and comprehensive, with ample references for interested readers to pursue in-depth research on any technique. Summing Up: Highly recommended. Upper-division undergraduates through professionals/practitioners." --CHOICE "This interesting and comprehensive introduction to data mining emphasizes the interest in multidimensional data mining--the integration of online analytical processing (OLAP) and data mining. Some chapters

cover basic methods, and others focus on advanced techniques. The structure, along with the didactic presentation, makes the book suitable for both beginners and specialized readers."

--ACM's Computing Reviews.com "We are living in the data deluge age. The Data Mining: Concepts and Techniques shows us how to find useful knowledge in all that data. This 3rd edition Third Edition significantly expands the core chapters on data preprocessing, frequent pattern mining, classification, and clustering. The book also comprehensively covers OLAP and outlier detection, and examines mining networks, complex data types, and important application areas. The book, with its companion website, would make a great textbook for analytics, data mining, and knowledge discovery courses." --Gregory Piatetsky, President, KDNuggets "Jiawei, Micheline, and Jian give an encyclopaedic coverage of all the related methods, from the classic topics of clustering and classification, to database methods (association rules, data cubes) to more recent and advanced topics (SVD/PCA, wavelets, support vector machines). Overall, it is an excellent book on classic and modern data mining methods alike, and it is ideal not only for teaching, but as a reference book." --From the foreword by Christos Faloutsos, Carnegie Mellon University "A very good textbook on data mining, this third edition reflects the changes that are occurring in the data mining field. It adds cited material from about 2006, a new section on visualization, and pattern mining with the more recent cluster methods. It's a well-written text, with all of the supporting materials an instructor is likely to want, including Web material support, extensive problem sets, and solution manuals. Though it serves as a data mining text, readers with little experience in the area will find it readable and enlightening. That being said, readers are expected to have some coding experience, as well as database design and statistics analysis knowledge. Two additional items are worthy of note: the text's bibliography is an excellent reference list for mining research; and the index is very complete, which makes it easy to locate information. Also, researchers and analysts from other disciplines--for example, epidemiologists, financial analysts, and psychometric researchers--may find the material very useful." --Computing Reviews "Han (engineering, U. of Illinois-Urbana-Champaign), Micheline Kamber, and Jian Pei (both computer science, Simon Fraser U., British Columbia) present a textbook for an advanced undergraduate or beginning graduate course introducing data mining. Students should have some background in statistics, database systems, and machine learning and some experience programming. Among the topics are getting to know the data, data warehousing and online analytical processing, data cube technology, cluster analysis, detecting outliers, and trends and research frontiers. Chapter-end exercises are included." --SciTech Book News "This book is an extensive and detailed guide to the principal ideas, techniques and technologies of data mining. The book is organised in 13 substantial chapters, each

of which is essentially standalone, but with useful references to the book's coverage of underlying concepts. A broad range of topics are covered, from an initial overview of the field of data mining and its fundamental concepts, to data preparation, data warehousing, OLAP, pattern discovery and data classification. The final chapter describes the current state of data mining research and active research areas." --BCS.org

If you suffer from insomnia then this book is just the thing for you. If, however, you are new to data mining and do not already have a statistical background then this book is absolutely awful. The writing is overly repetitive, as if the authors wrote separately and didn't compare what they had written before just merging it all together, and there aren't nearly enough visuals. The concepts and formulas could be explained so much more simply if the authors would just use plain speech instead of relying upon their "pseudo code."

If this is your first foray into data mining, you should probably steer clear unless it's a requirement for your class and you HAVE to buy it. The content is extremely dry, uses little real world examples to help draw parallels, and assumes a lot of the reader with the excessive notation. I found myself constantly referencing web content, and books I bought later on that were recommended by my professor. In the end, I only used this book as a starting point before ultimately becoming confused and frustrated.

Overall a decent book for beginners like myself. Pros:- Historical laydown- In depth discussion on subject matter- Plenty of examples and problems to work through Cons:- In the examples it kinda jumps from SQL to others. Wish the author would have picked something and rolled with it. I understand the benefits of discussing multiple options, but that's just my personal preference.- A little dry and hard to read for a long period of time. I had to take breaks every 10-20 min and look at something else.

This was a required book for my Data Mining & Business Intelligence class for the 2013 fall semester. It's not exactly an exciting read, but there are some very useful descriptions of algorithms and techniques for data mining and data presentation. I did lean on it heavily to get a lot of my semester homework completed (none of my homework was problems found in the book). All in all, it is a decent tome; not stellar by a long shot, but I can see myself using it as a reference going forward. If you are planning on being a data scientist or data miner, this is probably one of the few

books you won't want to sell back.

Excellent examples, well organized. Algorithm pseudo codes are very helpful.

Book is being used for a data mining class I am taking. I have no data mining experience. I found the book difficult to read, and learn from.

Good read, good starting points for data mining

The information is good. But the way book is written makes it extremely dry and boring

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