Business Intelligence: Data Mining and Optimization for Decision Making

Carlo Vercellis

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Business intelligence is a broad category of applications and technologies for gathering, providing access to, and analyzing data for the purpose of helping enterprise users make better business decisions. The term implies having a comprehensive knowledge of all factors that affect a business, such as customers, competitors, business partners, economic environment, and internal operations, therefore enabling optimal decisions to be made.

Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence.

This book:

- Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence.
- Covers all the hot topics such as data warehousing, data mining and its applications, machine learning, classification, supply optimization models, decision support systems, and analytical methods for performance evaluation.
- Is made accessible to readers through the careful definition and introduction of each concept, followed by the extensive use of examples and numerous real-life case studies.
- Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions.

This book is aimed at postgraduate students following data analysis and data mining courses.

Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision-making will find this an invaluable guide.

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