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GLENN J. MYATT, PhD, is cofounder and Chief Scientific Officer of Leadscope, Inc., and a Partner at Myatt & Johnson, Inc. Dr. Myatt is

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explores a diverse range of disciplines to explain how meaning from graphical representations is extracted. Additionally, the book describes the best approach for designing and implementing interactive graphics and visualizations that play a central role in data exploration and decision-support systems. Beginning with an introduction to visual perception, Making Sense of Data III features a brief history on the use of visualization in data exploration and an outline of the design process. Subsequent chapters explore the following key areas: Cognitive and Visual

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Technical topics, this book equips readers with advanced data mining methods that are needed to successfully translate raw data into smart decisions across various fields of research including business, engineering, finance, and the social sciences. Following a comprehensive introduction that details how to define a problem, perform an analysis, and deploy the results, Making Sense of Data II addresses the following key techniques for advanced data analysis: Data Visualization reviews principles and methods for understanding and communicating data through the use of visualization including single

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variables, the relationship between two or more variables, groupings in data, and dynamic approaches to interacting with data through graphical user interfaces. Clustering outlines common approaches to clustering data sets and provides detailed explanations of methods for determining the distance between observations and procedures for clustering observations. Agglomerative hierarchical clustering, partitioned-based clustering, and fuzzy clustering are also discussed. Predictive Analytics presents a discussion on how to build and assess models, along with a series of predictive analytics that can be

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used in a variety of situations including principal component analysis, multiple linear regression, discriminate analysis, logistic regression, and Naïve Bayes. Applications demonstrates the current uses of data mining across a wide range of industries and features case studies that illustrate the related applications in real-world scenarios. Each method is discussed within the context of a data mining process including defining the problem and deploying the results, and readers are provided with guidance on when and how each method should be used. The related Web site for the series

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(www.makingsenseofdata.com) provides a hands-on data analysis and data mining experience. Readers wishing to gain more practical experience will benefit from the tutorial section of the book in conjunction with the Traceist™ software, which is freely available online. With its comprehensive collection of advanced data mining methods coupled with tutorials for applications in a range of fields, Making Sense of Data II is an indispensable book for courses on data analysis and data mining at the upper-undergraduate and graduate levels. It also serves as a valuable reference for

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databases. The novel data mining methods presented in the book include techniques for efficient segmentation, indexing, and classification of noisy and dynamic time series. A graph-based method for anomaly detection in time series is described and the book also studies the implications of a novel and potentially useful representation of time series as strings. The problem of detecting changes in data mining models that are induced from temporal databases is additionally discussed. Contents: Segmenting Time Series: A Survey and Novel Approach (E Keogh et al.) A Survey of Recent Methods for

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