



DATA MINING TECHNIQUES with SAS ENTERPRISE MINER. CLUSTER ANALYSIS and DECISION TREES

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SAS Institute implements data mining in Enterprise Miner software, which will be used in this book focused in Cluster Analysis and Decision Trees. SAS Institute defines the concept of Data Mining as the process of selecting (Selecting), explore (Exploring), modify (Modifying), modeling (Modeling) and rating (Assessment) large amounts of data with the aim of uncovering unknown patterns which can be used as a comparative advantage with respect to competitors. This process is summarized with the acronym SEMMA which are the initials of the 5 phases which comprise the process of Data Mining according to SAS Institute.

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