



Business Intelligence with MATLAB (Paperback)

By Marvin L

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Business intelligence uses knowledge management, data warehouse[ing], data mining and business analysis to identify, track and improve key processes and data, as well as identify and monitor trends incorporate, competitor and market performance. The business intelligence applications include the followings: 1. Predictive Analytics 2. Visualization/Exploration 3. Master Data Management 4. Segmentation Techniques 5. Decision Trees 6. Neural Networks 7. Data Mining techniques MATLAB contents tools that integrate the features cited above and that are developed in this book.

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