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Createspace, United States, 2015. Paperback. Condition: New. Language: Spanish . Brand New Book ***** Print on Demand *****.La Inteligencia de negocio o BI (Business Intelligence) como el conjunto de estrategias enfocadas a la administracion y creacion de conocimiento sobre el medio, a traves del analisis de los datos existentes en una organizacion o empresa. El objetivo de la inteligencia de negocio es ofrecer conocimientos para respaldar las decisiones empresariales. Estamos asi ante el proceso de extraccion del conocimiento a traves de los datos o KDD (Knowledge Discovery in Databases). Por su parte, las herramientas de Minería de Datos son muy variadas y permiten la modelizacion, la segmentacion o perfilado a traves de patrones, descubrir relaciones, regularidades, tendencias, reglas de asociacion, etc. Este tipo de materias son la tematica de este libro ilustradas con software de Busines Intelligence de IBM y SAS.



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