



# Data Mining and Business Intelligence: A Guide to Productivity

By Stephan Kudyba, Richard Hoptroff

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An overview of data mining technology and how it is applied in a business environment. Methodologies are described that solve a variety of business problems and enhance firm-level efficiency in a less technical, managerial style. The book also incorporates the data mining process into the spectrum of complementary technologies that together comprise corporate information systems that promote business intelligence. Business intelligence involves the proliferation of value-added information throughout a given enterprise through the use of various software applications that promote efficiency for the firm.

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## **Editorial Review**

### **Review**

"This book takes the reader on a comprehensive tour through the methods and the tools required to transform data into meaningful information and knowledge." -- *Matthew J. Diehl, Global Operations Team Leader, BOC Gases*

The authors provide an overview of data mining technology and how it is applied in a business environment.  
-- *Business Horizons, September-October 2001*

"Provides an overview of data mining technology and how it is applied in a business environment." -- *Book News, Inc., 4-1-01*

### **From the Back Cover**

"The authors combination of top-tier academic credentials along with years of experience make this work a unique asset. It sheds new light on the process of estimating Advertising effectiveness and I would recommend it to management across industry sectors as an essential reference to increasing firm efficiency."  
-Rob Young of HYPN Advertising, a subsidiary of Omni Com

"Readers and business practitioners will do well to read this book because it provides them strategies for growing their business, improving efficiency and making larger profits. Even for the non-practitioners it provides valuable information about the changes taking place in this important sector." -Romesh Diwan, Rensselaer Polytechnic Institute

### **About the Author**

Richard Hoptroff obtained a PhD in Physics in London for developing optimization algorithms and neural networks for industrial applications including control systems and robot vision. After graduating in 1992, he applied the same techniques to economics and business modeling. After initially working as a consultant, he started Right Information Systems (RIS), a software company dedicated to producing what was to become known as data mining software. RIS's premier product was 4Thought, a neural-network based modeling and forecasting package. In 1997, RIS was acquired by Cognos Inc of Ottawa, Canada, where he became Director of Data Mining. In 1999 he returned to independent consulting and is currently based in Amsterdam in the Netherlands. Stephan Kudyba (PhD) is president and founder of Null Sigma Inc., a consulting company that concentrates on enhancing corporate operational efficiency through the utilization of data mining, business intelligence and knowledge management initiatives. He is also a faculty member in the school of management at New Jersey Institute of Technology and has authored the books Data Mining and Business Intelligence: A Guide to Productivity and IT, Corporate Productivity and the New Economy.

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