



Data Mining Cookbook: Modeling Data for Marketing, Risk, and Customer Relationship Management (Datawarehousing)

By Olivia Parr Rud

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Increase profits and reduce costs by utilizing this collection of models of the most commonly asked data mining questions

In order to find new ways to improve customer sales and support, and as well as manage risk, business managers must be able to mine company databases. This book provides a step-by-step guide to creating and implementing models of the most commonly asked data mining questions. Readers will learn how to prepare data to mine, and develop accurate data mining questions. The author, who has over ten years of data mining experience, also provides actual tested models of specific data mining questions for marketing, sales, customer service and retention, and risk management. A CD-ROM, sold separately, provides these models for reader use.

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Editorial Review

Review

“...the descriptions are clear, concise, unambiguous...she has clearly succeeded...” (The Institute of Direct Marketing -theidm.com

From the Inside Flap

CD-ROM Instructions Insert the CD-ROM and launch the readme.htm file in a web browser, or navigate using Windows® Explorer to browse the contents of the CD. The model programs and output are in text format that can be opened in any editing software (including SAS) that reads ASCII files. Spreadsheets are in Microsoft® Excel 97/2000 or 5.0/95. Launch the application (SAS 6.12 or higher) and open the file directly from the CD-ROM. If you wish to make changes, you can rename the files and save them to your local hard drive. **Customer Note:** Please read the following before launching the CD-ROM This software contains files to help you utilize the models and code described in the accompanying book, sold separately. By opening the package, you are agreeing to be bound by the following agreement: This software product is protected by copyright and all rights are reserved by the author, John Wiley & Sons, Inc., or their licensors. You are licensed to use this software as described in the software and the accompanying book. Copying the software for any other purpose may be a violation of the U.S. Copyright Law. This software product is sold as is without warranty of any kind, either express or implied, including but not limited to the implied warranty of merchantability and fitness for a particular purpose. Neither Wiley nor its dealers or distributors assumes any liability for any alleged or actual damages arising from the use of or the inability to use this software. (Some states do not allow the exclusion of implied warranties, so the exclusion may not apply to you.) ©2000 John Wiley & Sons, Inc.

From the Back Cover

Get a data mining recipe for success to increase profits and reduce costs in today's business world with-This book shows you how to create and implement models of the most commonly asked data mining questions for marketing, sales, risk analysis, and customer relationship management and support. You'll get proven modeling techniques that address specific questions to help you find new ways to increase profit and cut costs. Starting from the basics, you'll learn how to plan the menu and choose the right ingredients-or ask the right questions and get data ready to mine-before you get down to the business of creating the meal. You'll find numerous case studies that detail available data sources for developing targeting models, then learn to process, evaluate, and implement them through an extensive case study of a lifetime value model for a life insurance direct-mail campaign. This step-by-step guide will help you to:

- * Mine your company's data or find outside sources for your project
- * Select and transform the variables when preparing data for modeling
- * Test and validate response, activation, and profitability models
- * Perform customer analysis through profiling and segmentation
- * Build models to predict response, risk, churn, and lifetime value
- * Use models for Web-based marketing and customer support

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Nathan Wilson:

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Fabiola Gaylor:

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