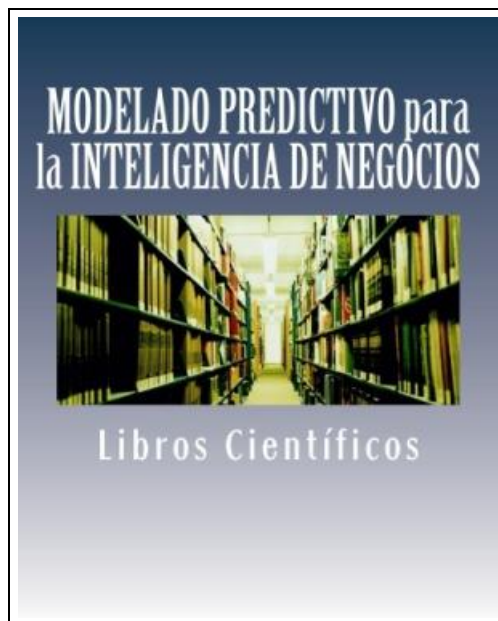


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Createspace, United States, 2015. Paperback. Condition: New. Language: Spanish . Brand New Book ***** Print on Demand *****.Podemos definir la Inteligencia de negocio o BI (Business Intelligence) como el conjunto de estrategias enfocadas a la administracion 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 así 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. En este libro se tratan las tecnicas predictivas de Analytics para la inteligencia de negocios. Todas estas tecnicas pertenecen tambien al campo de la Minería de Datos, estan perfectamente estructuradas y hoy en dia son la esencia de la inteligencia de datos.



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