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## Data Mining Solutions: Methods and Tools for Solving Real-World

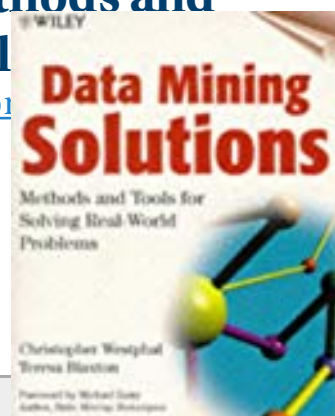
by: [Christopher Westphal](#), [Teresa Blaxton](#)

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### Abstract

Cutting-edge data mining techniques and tools for solving your toughest analytical problems Data Mining Solutions In down-to-earth language, data mining experts Christopher Westphal and Teresa Blaxton introduce a brand new approach to data mining analysis. Through their extensive real-world experience, they have developed and documented many practical and proven

techniques to make your own data mining efforts more successful. You'll get a refreshing "out-of-the-box" approach to data mining that will help you maximize your time and problem-solving resources, and prepare for the next wave of data mining-visualization. You will read about ways in which data mining has been used to:

- \* Discover patterns of insider trading in the stock market
- \* Evaluate the utility of marketing campaigns
- \* Analyze retail sales patterns across geographic regions
- \* Identify money laundering operations
- \* Target DNA sequences for pharmaceutical testing and development

The book is accompanied by a CD-ROM that contains:

- \* Demo and trial versions of numerous visual data mining tools
- \* Active web-page links for each of the products profiled
- \* GIF files corresponding to all book images

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