



# Data Mining for the Masses

*Dr. Matthew A North*

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The second edition of Data Mining for the Masses is now available! The new edition includes two additional modeling techniques (k-Nearest Neighbors and Naive Bayes), along with implementations of all chapter examples in the R statistical language.

Have you ever found yourself working with a spreadsheet full of data and wishing you could make more sense of the numbers? Have you reviewed sales or operations reports, wondering if there's a better way to anticipate your customers' needs? Perhaps you've even thought to yourself: *There's got to be more to these figures than what I'm seeing!*

Data Mining can help, and you don't need a Ph.D. in Computer Science to do it. You can forecast staffing levels, predict demand for inventory, even sift through millions of lines of customer emails looking for common themes—all using data mining. It's easier than you might think.

In *Data Mining for the Masses*, professor Matt North—a former risk analyst and database developer for eBay.com—uses simple examples, clear explanations and *free*, powerful, easy-to-use software to teach you the basics of data mining; techniques that can help you answer some of your toughest business questions.

You've got data and you know it's got value, if only you can figure out how to unlock it. This book can show you how. Let's start digging!

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