



Integration of Data Mining in Business Intelligence Systems (Advances in Business Strategy and Competitive Advantage Book (Absca))

Ana Azevedo

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Uncovering and analyzing data associated with the current business environment is essential in maintaining a competitive edge. As such, making informed decisions based on this data is crucial to managers across industries.

Integration of Data Mining in Business Intelligence Systems investigates the incorporation of data mining into business technologies used in the decision making process. Emphasizing cutting-edge research and relevant concepts in data discovery and analysis, this book is a comprehensive reference source for policymakers, academicians, researchers, students, technology developers, and professionals interested in the application of data mining techniques and practices in business information systems.

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