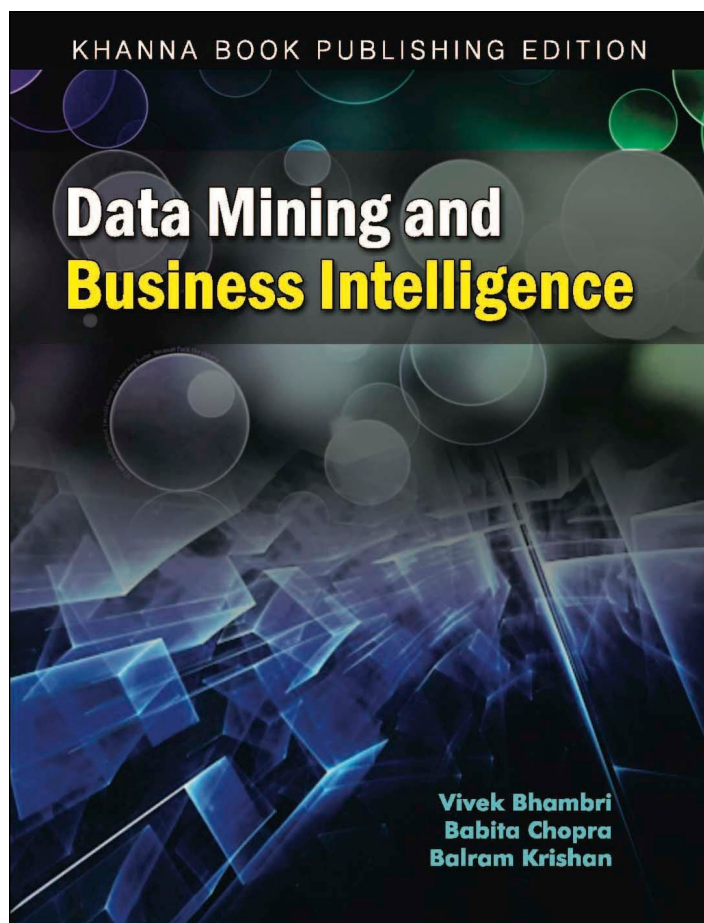




Data Mining and Business Intelligence

Author :	Babita Chopra
ISBN 13 :	978-93-82609-27-8
ISBN 10 :	93-82609-27-X
E-ISBN 13 :	978-93-82609-27-8
Edition :	1
Pages :	336
Type of book :	Paperback
Weight (g) :	460.00
Year :	2014
Language :	English
Publisher :	Khanna Publishing House
M.R.P :	Rs 295.00
Categories :	Computer Science Engineering
Condition Type :	New
Country Origin :	India

Product Description

It has been rightly said that "people who can't see the value in data mining as a concept either don't have the data or don't have data with integrity." The concepts of data mining and business intelligence are necessary for survival in the present era of cut throat competition. This book 'data mining and business intelligence' has been designed as a basic text-book for computer science students at post graduation and under graduation levels. It explains the technical concepts of this hot area in simple and easily understandable language. It covers the complete syllabus of MCA, B. Tech courses of Punjabi University, Punjab University, Punjab Technical, Guru Nanak Dev University and Kurukshetra University for the courses in Data Mining and Business Intelligence.



Khanna Publishing House

4C/4344, Ansari Road, Daryaganj, New Delhi-110002

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