Business Analytics

Author :	Babita Chopra
ISBN 13 :	978-93-82609-52-0
ISBN 10 :	93-82609-52-0
E-ISBN 13 :	978-93-82609-52-0
Edition :	1
Pages :	220
Type of book :	Paperback
Weight (g) :	309.00
Year :	2025
Language :	English
Publisher :	Khanna Publishing House
Regular Price :	~~Rs 325.00~~
Sale Price :	Rs 260.00
Categories :	All books, Computer Science Engineering, Computer Science Engineering, UNIVERSITY RECOMMENDED
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." This book has been designed as a basic text book for computer Science and management 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 University and many other major universities.

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Author

Balram Krishan Balram Krishan MCA, M. Phil, is working as Assistant Professor, in Computer Science Department at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh, (Punjab). He has a total experience of 8 years in teaching. He has published more than 10 papers in International and National Journals. He is pursuing Ph. D. in Computer Science. His area of interest includes .NET and Cloud Computing.**Vivek Bhambri** Vivek Bhambri is working as Head, Department of Computer Sciences at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh (Punjab). He has a total teaching experience of 10 years. He is pursuing his research in the field of data mining. His areas of interest include Data Mining and Computer Architecture. He has published more than 20 research papers in International and National Journals.**Babita Chopra** Babita Chopra is working as Assistant Professor, in Computer Science Department at Desh Bhagat Institute of Management and Computer Sciences, Mandi Gobindgarh, (Punjab). She has a total experience of 12 years in the Industry and Teaching. She has published more than 15 papers in International and National Journals. She has done her doctorate in the field of Data Mining.