



Data Mining & Statistical Analysis Using SQL

Jr., John N. Lovett, John N. Lovett

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This book is not just another theoretical text on statistics or data mining. Instead, it's designed for database administrators who want to buttress their understanding of statistics to support data mining and customer relationship management analytics and who want to use Structured Query Language (SQL). Each chapter is independent and self-contained with examples tailored to business applications. Each analysis technique is expressed in a mathematical format that lends itself to coding either as a database query or as a Visual Basic procedure using SQL. Each chapter includes: formulas (how to perform the required analysis, numerical example using data from a database, data visualization and presentation options (graphs, charts, tables), SQL procedures for extracting the desired results, and data mining techniques.

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