



## Synopsis

Powerful, Flexible Tools for a Data-Driven World As the data deluge continues in today's world, the need to master data mining, predictive analytics, and business analytics has never been greater. These techniques and tools provide unprecedented insights into data, enabling better decision making and forecasting, and ultimately the solution of increasingly complex problems. Learn from the Creators of the RapidMiner Software Written by leaders in the data mining community, including the developers of the RapidMiner software, *RapidMiner: Data Mining Use Cases and Business Analytics Applications* provides an in-depth introduction to the application of data mining and business analytics techniques and tools in scientific research, medicine, industry, commerce, and diverse other sectors. It presents the most powerful and flexible open source software solutions: RapidMiner and RapidAnalytics. The software and their extensions can be freely downloaded at [www.RapidMiner.com](http://www.RapidMiner.com). Understand Each Stage of the Data Mining Process The book and software tools cover all relevant steps of the data mining process, from data loading, transformation, integration, aggregation, and visualization to automated feature selection, automated parameter and process optimization, and integration with other tools, such as R packages or your IT infrastructure via web services. The book and software also extensively discuss the analysis of unstructured data, including text and image mining. Easily Implement Analytics Approaches Using RapidMiner and RapidAnalytics Each chapter describes an application, how to approach it with data mining methods, and how to implement it with RapidMiner and RapidAnalytics. These application-oriented chapters give you not only the necessary analytics to solve problems and tasks, but also reproducible, step-by-step descriptions of using RapidMiner and RapidAnalytics. The case studies serve as blueprints for your own data mining applications, enabling you to effectively solve similar problems.

## Book Information

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## Customer Reviews

Rapidminer is a great tool, but to me, suffered from abysmal documentation. So, when Matthew North came out with "Data Mining for the Masses", I was both happy (great explanations in all the chapters) and hoping that he would release a second version of his book. So far, no. Instead, this book was published. It is edited by Markus Hofmann, and contains 24-chapters which were cobbled together from outside sources. So, I was expecting something similar to North's book. Not quite. Pros: 1. 24 (actually 23 if you don't count the introductory chapter) fairly detailed use cases for a number of different projects. 2. All of the processes can be found on the rapidminerbook.com site. 3. Advanced use of Rapidminer. Personally, I think a bit of overkill for beginners but experienced users will love the examples. Cons: 1. The book to me is a series of 23-use cases. They define the problem and offer the process diagram then stop. Most of the chapters do not even discuss what happens if you execute the process and explain how to interpret the results. This is what is significantly different from North, and if you are using a process that you are unfamiliar with, isn't a good thing. 2. The editor was lazy. Instead of creating 1-zip file with all the processes in it, labeled by chapter, there are 24-different files to download from the website. And, some are labeled "Chapter 12" or something altogether different. 3. Some of the data files that the processes seem to need are missing and I have had difficulty in getting the same results on some of the processes. One of the processes is just plain wrong (it's right in the book though), and Chapter 17 still can't get it to work.

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