Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications

John Wang Montclair State University, USA



INFORMATION SCIENCE REFERENCE

Hershey · New York

Acquisitions Editor:Kristin KlingerDevelopment Editor:Kristin RothSenior Managing Editor:Jennifer NeidigManaging Editor:Jamie SnavelyTypesetter:Michael Brehm, Jeff Ash, Carole Coulson, Elizabeth Duke, Jamie Snavely, Sean WoznickiCover Design:Lisa TosheffPrinted at:Yurchak Printing Inc.

Published in the United States of America by Information Science Reference (an imprint of IGI Global) 701 E. Chocolate Avenue, Suite 200 Hershey PA 17033 Tel: 717-533-8845 Fax: 717-533-88661 E-mail: cust@igi-global.com Web site: http://www.igi-global.com/reference

and in the United Kingdom by

Information Science Reference (an imprint of IGI Global) 3 Henrietta Street Covent Garden London WC2E 8LU Tel: 44 20 7240 0856 Fax: 44 20 7379 0609 Web site: http://www.eurospanonline.com

Library of Congress Cataloging-in-Publication Data

Data warehousing and mining : concepts, methodologies, tools and applications / John Wang, editor.

p. cm.

Summary: "This collection offers tools, designs, and outcomes of the utilization of data mining and warehousing technologies, such as algorithms, concept lattices, multidimensional data, and online analytical processing. With more than 300 chapters contributed by over 575 experts from around the globe, this authoritative collection will provide libraries with the essential reference on data mining and warehousing"--Provided by publisher.

Includes bibliographical references and index.

ISBN 978-1-59904-951-9 (hbk.) -- ISBN 978-1-59904-952-6 (e-book)

1. Data mining. 2. Data warehousing. I. Wang, John, 1955-

QA76.9.D343D398 2008

005.74--dc22

2008001934

Copyright © 2008 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher.

Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-

global.com/chapter/data-mining-banking-sector/7773

Related Content

Big Data, Semantics, and Policy-Making: How Can Data Dynamics Lead to Wiser Governance? Lamyaa El Bassiti (2019). *Big Data Governance and Perspectives in Knowledge Management (pp. 154-178).* www.irma-international.org/chapter/big-data-semantics-and-policy-making/216807

Statistical Data Editing

Claudio Conversanoand Roberta Siciliano (2005). Encyclopedia of Data Warehousing and Mining (pp. 1043-1047).

www.irma-international.org/chapter/statistical-data-editing/10750

Heuristics in Medical Data Mining

Susan E. George (2008). Data Warehousing and Mining: Concepts, Methodologies, Tools, and Applications (pp. 2517-2522).

www.irma-international.org/chapter/heuristics-medical-data-mining/7780

Practical Guidance in Achieving Successful Change Management in Information System Environments

Jeffrey S. Zanzig, Guillermo A. Francia Illand Xavier P. Francia (2019). *New Perspectives on Information Systems Modeling and Design (pp. 41-66).*

www.irma-international.org/chapter/practical-guidance-in-achieving-successful-change-management-in-information-systemenvironments/216331

Data Warehouse Benchmarking with DWEB

Jérôme Darmont (2009). Progressive Methods in Data Warehousing and Business Intelligence: Concepts and Competitive Analytics (pp. 302-323).

www.irma-international.org/chapter/data-warehouse-benchmarking-dweb/28173