

Mining the Web

Transforming
Customer
Data into
Customer
Value

Gordon S. Linoff
Michael J. A. Berry



Mining The Web Transforming Customer Data Into Customer Value

Jonathan Timmis, Peter Bentley



Mining The Web Transforming Customer Data Into Customer Value:

Mining the Web Gordon S. Linoff, Michael J. A. Berry, 2001 Introduces business and technical managers to the exciting new frontier in database technology Web sites gather a lot of detailed information about customers Unfortunately most companies lack the means to use that information to improve their marketing and customer support functions Considered by most experts to be the new frontier in the database and data warehousing fields Web mining solves that problem Coauthored by two bestselling data mining authors Mining the Web explains for corporate decision makers IT managers and database marketers how data mining principles and techniques can be applied to various types of Web sites More importantly they describe techniques for using the resulting goldmine of business data to develop more effective advertising campaigns and better customer service

Web Data Mining Bing Liu, 2007-05-30 The rapid growth of the Web in the last decade makes it the largest publicly accessible data source in the world Web mining aims to discover useful information or knowledge from Web hyperlinks page contents and access logs Based on the primary kinds of data used in the mining process Web mining tasks can be categorized into three main types Web structure mining Web content mining and Web usage mining Web structure mining discovers knowledge from hyperlinks which represent the structure of the Web Web content mining extracts useful information knowledge from Web page contents Web usage mining mines user access patterns from usage logs which record clicks made by every user The goal of this book is to present these tasks and their core mining algorithms The book is intended to be a text with a comprehensive coverage and yet for each topic sufficient details are given so that readers can gain a reasonably complete knowledge of its algorithms or techniques without referring to any external materials Four of the chapters structured data extraction information integration opinion mining and Web usage mining make this book unique These topics are not covered by existing books but yet they are essential to Web data mining Traditional Web mining topics such as search crawling and resource discovery and link analysis are also covered in detail in this book

Web Mining Anthony Scime, 2005-01-01 Web Mining is moving the World Wide Web toward a more useful environment in which users can quickly and easily find the information they need Web Mining uses document content hyperlink structure and usage statistics to assist users in meeting their needed information This book provides a record of current research and practical applications in Web searching It includes techniques that will improve the utilization of the Web by the design of Web sites as well as the design and application of search agents This book presents research and related applications in a manner that encourages additional work toward improving the reduction of information overflow which is so common today in Web search results

Social and Political Implications of Data Mining: Knowledge Management in E-Government Rahman, Hakikur, 2009-02-28 This book focuses on the data mining and knowledge management implications that lie within online government Provided by publisher

Business Intelligence Carlo Vercellis, 2011-08-10 Business intelligence is a broad category of applications and technologies for gathering providing access to and analyzing data for the purpose of helping

enterprise users make better business decisions The term implies having a comprehensive knowledge of all factors that affect a business such as customers competitors business partners economic environment and internal operations therefore enabling optimal decisions to be made Business Intelligence provides readers with an introduction and practical guide to the mathematical models and analysis methodologies vital to business intelligence This book Combines detailed coverage with a practical guide to the mathematical models and analysis methodologies of business intelligence Covers all the hot topics such as data warehousing data mining and its applications machine learning classification supply optimization models decision support systems and analytical methods for performance evaluation Is made accessible to readers through the careful definition and introduction of each concept followed by the extensive use of examples and numerous real life case studies Explains how to utilise mathematical models and analysis models to make effective and good quality business decisions This book is aimed at postgraduate students following data analysis and data mining courses Researchers looking for a systematic and broad coverage of topics in operations research and mathematical models for decision making will find this an invaluable guide Advanced Intelligent Computing Theories and Applications De-Shuang Huang,Laurent Heutte,Marco

Loog,2007-08-10 This volume in conjunction with the two volumes LNCS 4681 and LNAI 4682 constitutes the refereed proceedings of the Third International Conference on Intelligent Computing held in Qingdao China in August 2007 The conference sought to establish contemporary intelligent computing techniques as an integral method that underscores trends in advanced computational intelligence and links theoretical research with applications Business Intelligence and Big Data Celina M. Olszak,2020-11-17 The twenty first century is a time of intensifying competition and progressive digitization Individual employees managers and entire organizations are under increasing pressure to succeed The questions facing us today are What does success mean Is success a matter of chance and luck or perhaps is success a category that can be planned and properly supported Business Intelligence and Big Data Drivers of Organizational Success examines how the success of an organization largely depends on the ability to anticipate and quickly respond to challenges from the market customers and other stakeholders Success is also associated with the potential to process and analyze a variety of information and the means to use modern information and communication technologies ICTs Success also requires creative behaviors and organizational cleverness from an organization The book discusses business intelligence BI and Big Data BD issues in the context of modern management paradigms and organizational success It presents a theoretically and empirically grounded investigation into BI and BD application in organizations and examines such issues as Analysis and interpretation of the essence of BI and BD Decision support Potential areas of BI and BD utilization in organizations Factors determining success with using BI and BD The role of BI and BD in value creation for organizations Identifying barriers and constraints related to BI and BD design and implementation The book presents arguments and evidence confirming that BI and BD may be a trigger for making more effective decisions improving business processes and business performance and creating new

business The book proposes a comprehensive framework on how to design and use BI and BD to provide organizational success **Advanced Data Mining and Applications** Xue Li, Osmar R. Zaiane, Zhanhuai Li, 2006-07-27 Here are the proceedings of the 2nd International Conference on Advanced Data Mining and Applications ADMA 2006 held in Xi'an China August 2006 The book presents 41 revised full papers and 74 revised short papers together with 4 invited papers The papers are organized in topical sections on association rules classification clustering novel algorithms multimedia mining sequential data mining and time series mining web mining biomedical mining advanced applications and more **The Industrial Electronics Handbook - Five Volume Set** Bogdan M. Wilamowski, J. David Irwin, 2011-03-04 Industrial electronics systems govern so many different functions that vary in complexity from the operation of relatively simple applications such as electric motors to that of more complicated machines and systems including robots and entire fabrication processes The Industrial Electronics Handbook Second Edition combines traditional and new **Business Intelligence and Human Resource Management** Deepmala Singh, Anurag Singh, Amizan Omar, SB Goyal, 2022-08-31 Business Intelligence BI is a solution to modern business problems This book discusses the relationship between BI and Human Resource Management HRM In addition it discusses how BI can be used as a strategic decision making tool for the sustainable growth of an organization or business BI helps organizations generate interactive reports with clear and reliable data for making numerous business decisions This book covers topics spanning the important areas of BI in the context of HRM It gives an overview of the aspects tools and techniques of BI and how it can assist HRM in creating a successful future for organizations Some of the tools and techniques discussed in the book are analysis data preparation BI testing implementation and optimization on GR and management disciplines It will include a chapter on text mining as well as a section of case studies for practical use This book will be useful for business professionals including but not limited to HR professionals and budding business students **Adaptive Stream Mining** Albert Bifet, 2010 This book is a significant contribution to the subject of mining time changing data streams and addresses the design of learning algorithms for this purpose It introduces new contributions on several different aspects of the problem identifying research opportunities and increasing the scope for applications It also includes an in depth study of stream mining and a theoretical analysis of proposed methods and algorithms The first section is concerned with the use of an adaptive sliding window algorithm ADWIN Since this has rigorous performance guarantees using it in place of counters or accumulators it offers the possibility of extending such guarantees to learning and mining algorithms not initially designed for drifting data Testing with several methods including Naïve Bayes clustering decision trees and ensemble methods is discussed as well The second part of the book describes a formal study of connected acyclic graphs or trees from the point of view of closure based mining presenting efficient algorithms for subtree testing and for mining ordered and unordered frequent closed trees Lastly a general methodology to identify closed patterns in a data stream is outlined This is applied to develop an incremental method a sliding window based

method and a method that mines closed trees adaptively from data streams These are used to introduce classification methods for tree data streams *Data Mining Using SAS Applications* George Fernandez,2010-12-12 Most books on data mining focus on principles and furnish few instructions on how to carry out a data mining project *Data Mining Using SAS Applications* not only introduces the key concepts but also enables readers to understand and successfully apply data mining methods using powerful yet user friendly SAS macro call files These methods stress the use of visualization to thoroughly study the structure of data and check the validity of statistical models fitted to data Learn how to convert PC databases to SAS data Discover sampling techniques to create training and validation samples Understand frequency data analysis for categorical data Explore supervised and unsupervised learning Master exploratory graphical techniques Acquire model validation techniques in regression and classification The text furnishes 13 easy to use SAS data mining macros designed to work with the standard SAS modules No additional modules or previous experience in SAS programming is required The author shows how to perform complete predictive modeling including data exploration model fitting assumption checks validation and scoring new data on SAS datasets in less than ten minutes *Geo-Informatics in Resource Management and Sustainable Ecosystem* Fuling Bian,Yichun Xie,Xiaohui Cui,Yixin Zeng,2013-10-30 This two volume set CCIS 398 and 399 constitutes the refereed proceedings of the International Symposium on Geo Informatics in Resource Management and Sustainable Ecosystem GRMSE 2013 held in Wuhan China in November 2013 The 136 papers presented in addition to 4 keynote speeches and 5 invited sessions were carefully reviewed and selected from 522 submissions The papers are divided into 5 sessions smart city in resource management and sustainable ecosystem spatial data acquisition through RS and GIS in resource management and sustainable ecosystem ecological and environmental data processing and management advanced geospatial model and analysis for understanding ecological and environmental process applications of geo informatics in resource management and sustainable ecosystem **Marketing in the 21st Century** Bruce D. Keillor,2007-07-30 Marketing is the crucial connection between company and customer no enterprise can expect to succeed without a substantial investment in its marketing efforts Not surprisingly marketing is one of the core areas of study in the hundreds of business schools and MBA programs around the world and a vital department of virtually every business This dynamic set showcases the most current trends issues ideas and practices in marketing especially as the field evolves in the context of globalization and advances in technology From branding to public relations e tailing to customer retention strategies overseas expansion to promoting sports products Marketing in the 21st Century covers the full spectrum of marketing related issues in their business and cultural contexts Written by leading academic thinkers and business practitioners the four volumes highlight emerging and innovative practices illustrated through examples from around the world Volume 1 New World Marketing provides insights and tools for conducting business internationally with emphasis on market research market entry and distribution strategies and coverage of emerging markets including China India and Eastern Europe

Volume 2 Interactive and Multi Channel Marketing explores the impact of new technologies on acquiring and retaining customers including discussion of direct and interactive marketing techniques customer data analysis and ethics in marketing Volume 3 Company and Customer Relations deals with such issues as reputation and trust building relationship marketing sales management and customer privacy Volume 4 Integrated Marketing Communication covers consumer demographics multi media communication strategies and micromarketing Collectively these volumes represent the state of the art in the field They are an essential resource for anyone studying teaching researching or practicing the art and science of marketing

Business Intelligence Jerzy Surma, 2011-03-06 This book is about using business intelligence as a management information system for supporting managerial decision making It concentrates primarily on practical business issues and demonstrates how to apply data warehousing and data analytics to support business decision making This book progresses through a logical sequence starting with data model infrastructure then data preparation followed by data analysis integration knowledge discovery and finally the actual use of discovered knowledge All examples are based on the most recent achievements in business intelligence Finally this book outlines an overview of a methodology that takes into account the complexity of developing applications in an integrated business intelligence environment This book is written for managers business consultants and undergraduate and postgraduates students in business administration

Intelligent Systems Bogdan M. Wilamowski, J. David Irwin, 2018-10-03 The Industrial Electronics Handbook Second Edition combines traditional and newer more specialized knowledge that will help industrial electronics engineers develop practical solutions for the design and implementation of high power applications Embracing the broad technological scope of the field this collection explores fundamental areas including analog and digital circuits electronics electromagnetic machines signal processing and industrial control and communications systems It also facilitates the use of intelligent systems such as neural networks fuzzy systems and evolutionary methods in terms of a hierarchical structure that makes factory control and supervision more efficient by addressing the needs of all production components Enhancing its value this fully updated collection presents research and global trends as published in the IEEE Transactions on Industrial Electronics Journal one of the largest and most respected publications in the field As intelligent systems continue to replace and sometimes outperform human intelligence in decision making processes they have made substantial contributions to the solution of very complex problems As a result the field of computational intelligence has branched out in several directions For instance artificial neural networks can learn how to classify patterns such as images or sequences of events and effectively model complex nonlinear systems Simple and easy to implement fuzzy systems can be applied to successful modeling and system control Illustrating how these and other tools help engineers model nonlinear system behavior determine and evaluate system parameters and ensure overall system control Intelligent Systems Addresses various aspects of neural networks and fuzzy systems Focuses on system optimization covering new techniques such as evolutionary methods swarm and ant colony

optimizations Discusses several applications that deal with methods of computational intelligence Other volumes in the set
 Fundamentals of Industrial Electronics Power Electronics and Motor Drives Control and Mechatronics Industrial
 Communication Systems Searchable Encryption Kui Ren, Cong Wang, 2023-01-04 This book comprehensively reviews
 searchable encryption which represents a series of research developments that directly enable search functionality over
 encrypted data The book majorly covers 1 the design and implementation of encrypted search algorithms data structures and
 systems that facilitate various forms of search over always encrypted databases 2 different threat models assumptions and
 the related security guarantees when using searchable encryption in the real world settings and 3 latest efforts in building
 full fledged encrypted database systems that draw insights from searchable encryption constructions The book fits in the
 timely context where the necessity of safeguarding important and sensitive data has been globally recognized Traditional
 security measures such as storing data behind network firewalls and layers of access control mechanisms to keep attackers
 out are no longer sufficient to cope with the expanding landscape of surging cyber threats There is an urgent call to keep
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 owners even if the data is out of their hands e g hosted at in the cloud databases The daunting challenge is how to perform
 computation over encrypted data As we unfold in this book searchable encryption as a specific line of research in this broadly
 defined area has received tremendous advancements over the past decades This book is majorly oriented toward senior
 undergraduates graduate students and researchers who want to work in the field and need extensive coverage of encrypted
 database research It also targets security practitioners who want to make well informed deployment choices of the latest
 advancements in searchable encryption for their targeted applications Hopefully this book will be beneficial in both regards

Artificial Immune Systems Jonathan Timmis, Peter Bentley, 2003-08-14 This book constitutes the refereed proceedings of
 the Second International Conference on Artificial Immune Systems ICARIS 2003 held in Edinburgh UK in September 2003
 The 27 revised full papers presented were carefully reviewed and selected from 41 submissions The book presents the first
 coherent account of the state of the art in artificial immune systems research The papers are organized in topical sections on
 applications of artificial immune systems immunocomputing emerging metaphors augmentation of artificial immune systems
 algorithms theory of artificial immune systems and representations and operators **Artificial Immune Systems** Jon
 Timmis, Peter Bentley, Emma Hart, 2003-11-03 In many ways our immune systems are as complex as our brains They learn
 predict remember and adapt protecting us from the maelstrom of pathogens that infect us daily Computer Science frequently
 takes inspiration from the seemingly endless capabilities of natural systems It should therefore be no surprise that like the eld
 of Artificial Neural Networks inspired from brains we now have a vigorous eld of research known as Artificial Immune Systems
 AIS inspired by our own immune systems Although still relatively new the previous 10 years has seen the paradigm of AIS
 rapidly establish itself as an important biological metaphor Researchers all over the world fruitfully exploit immunological

ideas in many different ways to provide mechanisms for tackling a wide variety of applications In this volume we present the proceedings of ICARIS 2003 the 2nd International Conference on Artificial Immune Systems This was the second international conference entirely dedicated to the field and followed the extremely successful first conference held in Canterbury UK in 2002 The number and variety of papers in this year's conference is a tribute to the ever growing number of researchers in the area and representative of the solid foundation of work that now exists in this area The range of topics considered is wide For example at one end of the spectrum we see a selection of papers providing a necessary theoretical grounding for the field At the other end we have an exciting range of applications to real world problems covering for example job shop scheduling and fault detection in refrigeration systems

Drilling Down: Turning Customer Data into Profits with a Spreadsheet Jim

Novo, 2004-06-18 I spend a lot of time in marketing oriented discussion lists If you do you probably also sense the incredible frustration of people who keep asking about using their customer data to retain customers and increase profits Everybody knows they should be doing it but can't find out how to do it Consultants and agencies make this process sound like some kind of black magic something you can't possibly do yourself I disagree I think the average business owner can do a perfectly decent job creating profiles and using them to retain customers and drive profits Thus the book The examples provided are Internet specific but the methods can be used in any business where customer data is available This book is about the down and dirty nitty gritty art of taking chunks of data generated by your customers and making sense of it getting it to speak to you creating insight into what types of marketing or general business actions you can take to make your business more profitable We'll be talking about action oriented ideas you can generate on your own to drive sales and profits ideas that will reveal themselves by analyzing your own customer data using only a spreadsheet We have all heard how important it is to collect customer data to know your customer What I don't hear much about is what exactly you DO with all that data once you have collected it How is it used What exactly is Drilling Down into the data supposed to tell me and what am I looking for when I get there For that matter what data should I be collecting and how will I use it when I have it And how much is this process going to cost me The following list outlines what you will learn and be able to do after reading the Drilling Down book What data is important to collect about a customer and what data is not How to create action oriented customer profiles with an Excel spreadsheet How to use these profiles to plan marketing promotions How to use these profiles to define the future value of your customers How to use these profiles to measure the general health of your business How to use these profiles to encourage customers to do what you want them to How to predict when a customer is about to defect and leave you How to increase your profits while decreasing your marketing costs How to design high ROI Return on Investment marketing promotions How to blow away investors with predictions of the future profitability of your business Table of Contents Chapter 1 What's a Customer Profile Chapter 2 Data Driven Marketing Customer Retention Basics Chapter 3 The Language of Data The Science of Profit Chapter 4 Interactivity Changes the Rules of the Game Chapter 5 How to Build a

Customer Profiling Spreadsheet Chapter 6 How to Profile Score Your Customers Chapter 7 Marketing Using Customer Scores Basic Approach Chapter 8 Using Customer Characteristics and Multiple Scores Chapter 9 Watching Scores over Time Customer LifeCycles Chapter 10 Customer Scoring Grids Profiling on Steroids Chapter 11 Calculating and Using LifeTime Value in Promotions Chapter 12 Turning Profiles into Profits the Staging Area Chapter 13 Turning Profiles into Profits the Financial Model Chapter 14 Turning Profiles into Profits Financial Tweaks Chapter 15 Measuring Success in Best Customer Promotions Chapter 16 Some Final Thoughts Seasonal Adjustments to Marketing Promotions Don t Fight Customer Behavior CRM Software and Customer Scoring Data Driven Marketing Program Descriptions There s more Automate the basic customer scoring process on large groups of customers Use the software included free with this edition Windows OS and MS Access and Excel required to run the software

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