

Data Analysis Using SQL and Excel[®]

Gordon S. Linoff



Data Analysis Using Sql Excel

Gordon Linoff



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progressing to data manipulation and visualization in Python A standout feature is its deep dive into Generative AI tools showing how AI can automate and augment data workflows Real world case studies enrich the content making it practical and application driven Ideal for students analysts and professionals this book bridges foundational techniques with cutting edge AI capabilities

Applying Data Science Gerhard Svolba, 2017-03-29 See how data science can answer the questions your business faces Applying Data Science Business Case Studies Using SAS by Gerhard Svolba shows you the benefits of analytics how to gain more insight into your data and how to make better decisions In eight entertaining and real world case studies Svolba combines data science and advanced analytics with business questions illustrating them with data and SAS code The case studies range from a variety of fields including performing headcount survival analysis for employee retention forecasting the demand for new projects using Monte Carlo simulation to understand outcome distribution among other topics The data science methods covered include Kaplan Meier estimates Cox Proportional Hazard Regression ARIMA models Poisson regression imputation of missing values variable clustering and much more Written for business analysts statisticians data miners data scientists and SAS programmers Applying Data Science bridges the gap between high level business focused books that skimp on the details and technical books that only show SAS code with no business context

Hypothesis Generation and Interpretation Hiroshi Ishikawa, 2024-01-01 This book focuses in detail on data science and data analysis and emphasizes the importance of data engineering and data management in the design of big data applications The author uses patterns discovered in a collection of big data applications to provide design principles for hypothesis generation integrating big data processing and management machine learning and data mining techniques The book proposes and explains innovative principles for interpreting hypotheses by integrating micro explanations those based on the explanation of analytical models and individual decisions within them with macro explanations those based on applied processes and model generation Practical case studies are used to demonstrate how hypothesis generation and interpretation technologies work These are based on social infrastructure applications like in bound tourism disaster management lunar and planetary exploration and treatment of infectious diseases The novel methods and technologies proposed in Hypothesis Generation and Interpretation are supported by the incorporation of historical perspectives on science and an emphasis on the origin and development of the ideas behind their design principles and patterns Academic investigators and practitioners working on the further development and application of hypothesis generation and interpretation in big data computing with backgrounds in data science and engineering or the study of problem solving and scientific methods or who employ those ideas in fields like machine learning will find this book of considerable interest

Power BI DAX Simplified Reza Rad, 2021-07-18 DAX is the language of data analysis in Microsoft Power BI Azure Analysis Services and Excel Power Pivot DAX is a powerful language that can quickly empower you to analyze year over year or rolling 12 months calculations It is rare to find an analytics solution using Microsoft technologies especially Power BI that doesn't require some calculations to

be written by DAX As a Power BI or Microsoft BI developer it is essential to learn this language and master it Learning a language is not just learning the structure and functions It is learning how where and when to use it so that you can solve real world problems with it In my training and consulting experience on Power BI I realized that DAX is the weak point for many Power BI users DAX itself is not a complex language It is merely a language of expression The complexity of learning DAX is not the formula or the functions It is how to use it in real world scenarios and how it performs on a dataset or visual I have been writing many blogs about DAX for many years My blog articles are all coming from my experience working with Power BI I found it helpful to compile them all in a book Because my blog articles practically explain things I thought it better to title it as a practical way of learning DAX by examples Indeed there are books articles and Microsoft documentation on how each function works where and how However learning these through an example would bring a new way of understanding it A good analytics solution is a combined outcome of a good data model good data preparation and good analytics and calculations I have written another book about the Basics of modeling in Power BI This book is covering the calculation and DAX aspects of it This book is for you if you are building a Power BI solution Even if you are just visualizing the data calculations are an essential part of analytics You do need to have the calculation ready before visualizing it This is not a book to explain every single function in DAX The approach in this book is to have practical examples Every chapter is based on real world examples of using a combination of functions to solve a challenge You can start from any chapter and finish at any chapter The order of chapters suggested in this book is just a guideline to help you have a smooth flow of topics Each chapter can be read without needing other chapters Examples of this book are designed in a way that you can use the learning straight away in your Power BI file

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10 *Data Mining Techniques* Gordon S. Linoff, Michael J. A. Berry, 2011-03-23 The leading introductory book on data mining fully updated and revised When Berry and Linoff wrote the first edition of *Data Mining Techniques* in the late 1990s data mining was just starting to move out of the lab and into the office and has since grown to become an indispensable tool of modern business This new edition more than 50% new and revised is a significant update from the previous one and shows you how to harness the newest data mining methods and techniques to solve common business problems The duo of unparalleled authors share invaluable advice for improving response rates to direct marketing campaigns identifying new customer segments and estimating credit risk In addition they cover more advanced topics such as preparing data for analysis and creating the necessary infrastructure for data mining at your company Features significant updates since the previous edition and updates you on best practices for using data mining methods and techniques for solving common business problems Covers a new data mining technique in every chapter along with clear concise explanations on how to apply each technique immediately Touches on core data mining techniques including decision trees neural networks collaborative filtering association rules link analysis survival analysis and more Provides best practices for performing data

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