PREAMBLE

You can perform most general data mining tasks with the basic algorithms presented in Chapter 7. But eventually, you may need to perform some specialized data mining tasks. This chapter describes some advanced algorithms that can “supercharge” your data mining jobs. They include the following:

1. Advanced General-Purpose Machine Learning Algorithms
   - Interactive Trees (C&RT or CART, CHAID)
   - Boosted Tree Classifiers and Regression
   - MARSplines (Multivariate Adaptive Regression Splines)
   - Random Forests for Regression and Classification (discussed in Chapter 11)
   - Machine Learning—Naïve Bayesian Classifier and Nearest Neighbor (discussed in Chapter 11)
   - Statistical Learning Theory—Support Vector Machines
   - Sequence, Association, and Link Analysis