data mining tool packages in use today: SAS-Enterprise Miner, SPSS Clementine, and STATISTICA Data Miner. In Chapters 11–17, we will introduce you to some of the common application types of data mining and some of the principal areas in which they are practiced. In these chapters, we will use one or another of the three data mining packages introduced in Chapter 10 to illustrate the concepts and methods of analysis used commonly in these application areas.

References


