



# Data mining. El arte de anticipar (Spanish Edition)

*Claudio Palma, Wilfredo Palma*

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Este libro está dirigido a personas que trabajan en compañías e instituciones que acumulan día a día datos nuevos. La revolución informática, la acumulación cada vez mayor de información y el desarrollo de métodos estadísticos avanzados para el análisis de dicha información son el escenario en que surge el Data Mining. Los métodos de Data Mining combinan el análisis de la información externa a la Compañía, proveniente de encuestas y variables macroeconómicas, con información de fuentes internas de la organización. La investigación de mercado explora, describe, explica o pronostica hechos significativos en la relación entre una marca y sus clientes. Data Mining complementa lo anterior con la exploración y el descubrimiento de relaciones permanentes o esporádicas en la historia cambiante de la propia empresa. Descubrir los elementos estables o coyunturales dentro de una secuencia de escenarios inestables, hace posible estimar cómo será la compañía o institución en los días que vienen. Es en este sentido que resulta justo y apropiado afirmar que Data Mining es anticipar.

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