George Fernandez: Statistical data mining using SAS applications (second edition)

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This book describes basic statistical data mining concepts and respective features of data mining SAS tools. It integrates the statistical and graphical analysis tools in SAS and provides complete statistical data mining solutions without writing SAS program codes or using the point-and-click approach. This second edition presents various new cases to illustrate the theory. In addition, the text has been restructured and revised.

Each chapter emphasizes step-by-step instructions for using SAS macros and interpreting the results. Compiled SAS macro files are available for download. Chapter 1 explains the different phases of the Data Mining process. Chapters 2 and 3 explain the preparation of the data for Data Mining. Chapter 4 covers unsupervised Learning Methods (Principal Component Analysis, Exploratory Factor Analysis, Disjoint Cluster Analysis, . . .). Chapter 5 deals with supervised Learning Methods (Prediction; Multiple Linear Regression Modeling, Binary Logistic Regression Modeling, Ordinal Linear Regression, Survey Logistic Regression, . . .). Chapter 6 covers Classification, Discriminant Analysis and so on.

The book is accessible to a wide audience of both students and professionals. It is supported by a web site featuring data sets, plus software and additional material. It is also well-written and makes pleasant reading. If I had to recommend a good introduction to data mining, I would choose this one.

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