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Business Modeling and Data Mining demonstrates how real world business problems can be formulated so that data mining can answer them. The concepts and techniques presented in this book are the essential building blocks in understanding what models are and how they can be used practically to reveal hidden assumptions and needs, determine problems, discover data, determine costs, and explore ...

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It then defines a relationship between these entities. Data models can be conceptual, logical or Physical data models. Conceptual models are typically used to explore high level business concepts in case of stakeholders. Logical models are used to explore domain concepts. While Physical models are used to explore database design. Data mining is used to examine or explore the data using queries.

[What is data modeling and data mining? What is this used for?](#)

Business Modelling and Data Mining is an extremely clear and didactic work that explains and exemplifies business-oriented data analysis. Its structure goes from general to particular, from theory to practice. It is a work about concepts and its applications.

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Data modeling is a set of tools and techniques used to understand and analyse how an organisation should collect, update, and store data. It is a critical skill for the business analyst who is involved with discovering, analysing, and specifying changes to how software systems create and maintain information. What does a Data Modeller do? They create an entity relationship diagram to visualise relationships between key business concepts. They create a conceptual-level data dictionary to ...

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