Data Mining in Economics, Finance, and Marketing

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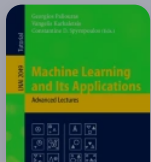
Machine Learning and Its

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communication links e.g. notation is often unique to a particular research area which hampers the exchange of ideas and the dissemination to the wider public. The second reason for the lack of understanding is that the main ideas behind Data Mining are often completely opposite to mainstream statistics and as many companies interested in Data Mining already employ statisticians, such a change of view can create opposition.

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