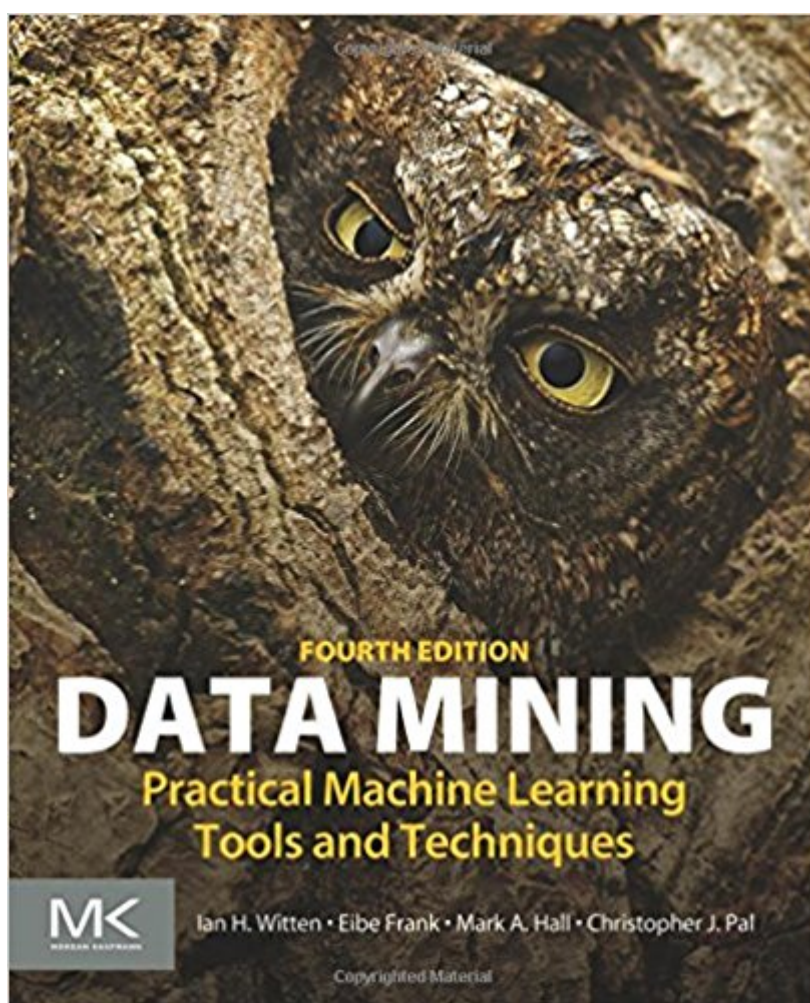


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# Data Mining, Fourth Edition: Practical Machine Learning Tools And Techniques (Morgan Kaufmann Series In Data Management Systems)



## Synopsis

Data Mining: Practical Machine Learning Tools and Techniques, Fourth Edition, offers a thorough grounding in machine learning concepts, along with practical advice on applying these tools and techniques in real-world data mining situations. This highly anticipated fourth edition of the most acclaimed work on data mining and machine learning teaches readers everything they need to know to get going, from preparing inputs, interpreting outputs, evaluating results, to the algorithmic methods at the heart of successful data mining approaches. Extensive updates reflect the technical changes and modernizations that have taken place in the field since the last edition, including substantial new chapters on probabilistic methods and on deep learning. Accompanying the book is a new version of the popular WEKA machine learning software from the University of Waikato. Authors Witten, Frank, Hall, and Pal include today's techniques coupled with the methods at the leading edge of contemporary research. Please visit the book companion website at <http://www.cs.waikato.ac.nz/ml/weka/book.html> It contains Powerpoint slides for Chapters 1-12. This is a very comprehensive teaching resource, with many PPT slides covering each chapter of the book Online Appendix on the Weka workbench; again a very comprehensive learning aid for the open source software that goes with the book Table of contents, highlighting the many new sections in the 4th edition, along with reviews of the 1st edition, errata, etc. Provides a thorough grounding in machine learning concepts, as well as practical advice on applying the tools and techniques to data mining projects Presents concrete tips and techniques for performance improvement that work by transforming the input or output in machine learning methods Includes a downloadable WEKA software toolkit, a comprehensive collection of machine learning algorithms for data mining tasks-in an easy-to-use interactive interface Includes open-access online courses that introduce practical applications of the material in the book

## Book Information

Series: Morgan Kaufmann Series in Data Management Systems

Paperback: 654 pages

Publisher: Morgan Kaufmann; 4 edition (December 1, 2016)

Language: English

ISBN-10: 0128042915

ISBN-13: 978-0128042915

Product Dimensions: 7.4 x 1.1 x 9.2 inches

Shipping Weight: 2.9 pounds (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 stars 4 customer reviews

Best Sellers Rank: #38,033 in Books (See Top 100 in Books) #19 in [Books > Textbooks > Computer Science > Artificial Intelligence](#) #30 in [Books > Computers & Technology > Databases & Big Data > Data Mining](#) #37 in [Books > Computers & Technology > Databases & Big Data > Data Processing](#)

## Customer Reviews

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Accompanying open-access online courses that introduce practical application of the material in the book.

Ian H. Witten is a professor of computer science at the University of Waikato in New Zealand. He directs the New Zealand Digital Library research project. His research interests include information retrieval, machine learning, text compression, and programming by demonstration. He received an MA in Mathematics from Cambridge University, England; an MSc in Computer Science from the University of Calgary, Canada; and a PhD in Electrical Engineering from Essex University, England. He is a fellow of the ACM and of the Royal Society of New Zealand. He has published widely on digital libraries, machine learning, text compression, hypertext, speech synthesis and signal processing, and computer typography. He has written several books, the latest being Managing

Gigabytes (1999) and Data Mining (2000), both from Morgan Kaufmann. Eibe Frank lives in New Zealand with his Samoan spouse and two lovely boys, but originally hails from Germany, where he received his first degree in computer science from the University of Karlsruhe. He moved to New Zealand to pursue his Ph.D. in machine learning under the supervision of Ian H. Witten, and joined the Department of Computer Science at the University of Waikato as a lecturer on completion of his studies. He is now an associate professor at the same institution. As an early adopter of the Java programming language, he laid the groundwork for the Weka software described in this book. He has contributed a number of publications on machine learning and data mining to the literature and has refereed for many conferences and journals in these areas.

Mark A. Hall holds a bachelor's degree in computing and mathematical sciences and a Ph.D. in computer science, both from the University of Waikato. Throughout his time at Waikato, as a student and lecturer in computer science and more recently as a software developer and data mining consultant for Pentaho, an open-source business intelligence software company, Mark has been a core contributor to the Weka software described in this book. He has published a number of articles on machine learning and data mining and has refereed for conferences and journals in these areas.

I've read and reviewed the 1st, 2nd and now the 4th edition. The authors are genuine experts, at the front of their fields, and by adding new contributors have been able to both update existing topics as well as add authoritative treatments of new ones. I recommend this text to anyone seeking a serious introduction to data mining. The emphasis is practical rather than theoretical, but there are pointers to the theoretical literature for those wanting them. The practical emphasis serves those wanting such, and provides motivation and context for the approach. For those with the necessary mathematical, statistical and computing background there are certainly a plethora of more advanced treatments, but Witten et al. may well be the best available introduction to the subject for almost everyone.

Review applies to the kindle edition. While the information in the book is good, the formatting of the kindle edition is terrible. No chapter indexes, so page numbers, percentage, no navigation. If the Kindle edition is updated, I'll update my review.

In comparison to the (excellent) 3rd edition, the major differences are two new chapters on probabilistic models and on deep learning. It is certainly good to have these more recent topics covered. However, the writing style of the two chapters is totally different: While the other chapters

contain lots of examples and are didactically very well developed, the new chapters just present the theory in a take-it-or-leave-it style - lots of formulas, without any examples or any attempt to make the material more accessible for the average reader. This is really a pity. So I suggest to buy the third edition instead, and get the material for the new topics from elsewhere.

I used this book as a reference for a class I taught in statistical learning. The new edition has a few new chapters that are a bit more technical than the rest of the book. I am not sure if this book (or any other book out there) can by itself be used to learn about data mining. However, I still think this is a great book. The chapter on deep learning (a new chapter) is exceptionally clear and well written.

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