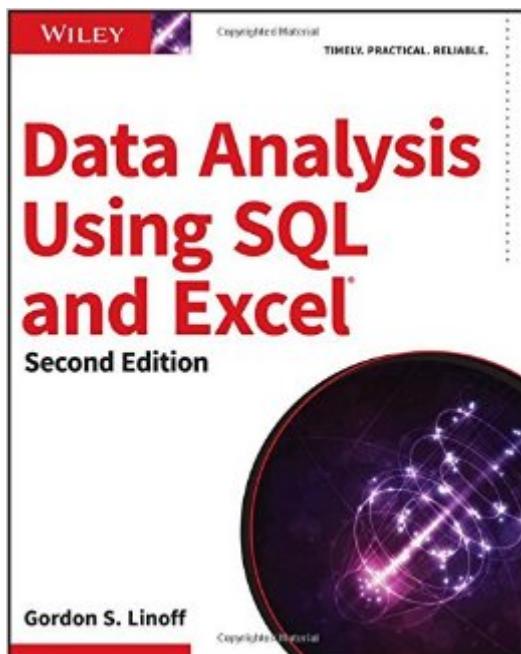


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Data Analysis Using SQL And Excel



Synopsis

A practical guide to data mining using SQL and Excel Data Analysis Using SQL and Excel, 2nd Edition shows you how to leverage the two most popular tools for data query and analysis—SQL and Excel—to perform sophisticated data analysis without the need for complex and expensive data mining tools. Written by a leading expert on business data mining, this book shows you how to extract useful business information from relational databases. You'll learn the fundamental techniques before moving into the "where" and "why" of each analysis, and then learn how to design and perform these analyses using SQL and Excel. Examples include SQL and Excel code, and the appendix shows how non-standard constructs are implemented in other major databases, including Oracle and IBM DB2/UDB. The companion website includes datasets and Excel spreadsheets, and the book provides hints, warnings, and technical asides to help you every step of the way. Data Analysis Using SQL and Excel, 2nd Edition shows you how to perform a wide range of sophisticated analyses using these simple tools, sparing you the significant expense of proprietary data mining tools like SAS. Understand core analytic techniques that work with SQL and Excel. Ensure your analytic approach gets you the results you need. Design and perform your analysis using SQL and Excel. Data Analysis Using SQL and Excel, 2nd Edition shows you how to best use the tools you already know to achieve expert results.

Book Information

Paperback: 792 pages

Publisher: Wiley; 2 edition (December 14, 2015)

Language: English

ISBN-10: 111902143X

ISBN-13: 978-1119021438

Product Dimensions: 7.4 x 1.5 x 9.3 inches

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

Average Customer Review: 5.0 out of 5 stars—See all reviews (1 customer review)

Best Sellers Rank: #343,847 in Books (See Top 100 in Books) #115 in Books > Computers & Technology > Databases & Big Data > Data Warehousing #172 in Books > Computers & Technology > Databases & Big Data > SQL #200 in Books > Computers & Technology > Databases & Big Data > Data Mining

Customer Reviews

I buy a copy of this book for each new hire in my small analytics group. My most recent purchase

was of the Second Edition which is a noticeable improvement on the excellent First Edition which I have already reviewed very favorably. Many of the queries have been reworked to be more readable by using common table expressions. The index is better which is important because I often tell someone something like "There's a great example of using window functions for that somewhere in Linoff's book" and now they have a better chance of finding the example I have in mind. There is also a welcome new chapter on performance issues. The most important strength of this book remains the same: It shows SQL the way it is actually used for business analysis. I don't think there is a single INSERT or UPDATE statement in the book, and that's fine because we rarely use them in our line of work. On the other hand, there are many examples of things we do all the time such as creating histograms to explore distributions, creating lookup tables, and calculating distance or similarity.

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