

MAKING SENSE OF DATA

Announcing Free Data Analysis and Data Mining Software to Accompany the Book Making Sense of Data

October 9, 2006, Columbus, Ohio: To accompany the book *Making sense of data: A practical guide to exploratory data analysis and data mining*, free data visualization, statistics and data mining software will be made available from the website **www.makingsenseofdata.com**.

One of the few functions shared by almost every field is the need to make timely and accurate decisions from data. This task is becoming increasingly challenging since the amount of data generated in many areas is expanding rapidly, leading to information overload. The book *Making Sense of Data*, which is written by Glenn J. Myatt, Ph.D. and published by John Wiley & Sons, describes a practical approach for making sense out of data. A step-by-step process is introduced which is designed to help the reader avoid some of the common pitfalls associated with making decisions from data. Technical solutions, from data visualization, statistics, and data mining, are described within this context. The discussions highlight why these multiple approaches are needed and how these methods will solve different problems.

The accompanying free software, Traceis™ Data Exploration Studio (Special Edition), provides direct practical experience for implementing the methods outlined in the book, including:

- **Preparing the data:** Methods for preparing a data set prior to analysis including cleaning, transforming and aggregating the data.
- **Tables and graphs:** The following visualization approaches will be provided: contingency tables, summary tables, frequency polygrams, histogram, scatterplots, box plots, multiple graphs.
- **Statistics:** Methods available include descriptive statistics, confidence intervals, hypothesis tests, chi-square, one-way analysis of variance and comparative statistics.
- **Grouping:** Multiple approaches to grouping data including clustering, associative rules and decision trees.
- **Prediction:** Methods for building and applying predictive models including regression models, k-nearest neighbors, classification trees, regression trees and neural networks.

Along with the software, the web site (**www.makingsenseofdata.com**) also contains data sets and tutorials for walking through common data analysis scenarios.

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