



# Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro

*Galit Shmueli, Peter C. Bruce, Mia L. Stephens, Nitin R. Patel*

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**Galit Shmueli, PhD**, is Distinguished Professor at National Tsing Hua University's Institute of Service Science. She has designed and instructed data mining courses since 2004 at University of Maryland, Statistics.com, Indian School of Business, and National Tsing Hua University, Taiwan. Professor Shmueli is known for her research and teaching in business analytics, with a focus on statistical and data mining methods in information systems and healthcare. She has authored over 70 journal articles, books, textbooks, and book chapters, including *Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®*, Third Edition, also published by Wiley.

**Peter C. Bruce** is President and Founder of the Institute for Statistics Education at [www.statistics.com](http://www.statistics.com) He has written multiple journal articles and is the developer of Resampling Stats software. He is the author of *Introductory Statistics and Analytics: A Resampling Perspective* and co-author of *Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®*, Third Edition, both published by Wiley.

**Mia Stephens** is Academic Ambassador at JMP®, a division of SAS Institute. Prior to joining SAS, she was an adjunct professor of statistics at the University of New Hampshire and a founding member of the North Haven Group LLC, a statistical training and consulting company. She is the co-author of three other books,

including Visual Six Sigma: Making Data Analysis Lean, Second Edition, also published by Wiley.

**Nitin R. Patel, PhD**, is Chairman and cofounder of Cytel, Inc., based in Cambridge, Massachusetts. A Fellow of the American Statistical Association, Dr. Patel has also served as a Visiting Professor at the Massachusetts Institute of Technology and at Harvard University. He is a Fellow of the Computer Society of India and was a professor at the Indian Institute of Management, Ahmedabad, for 15 years. He is co-author of Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner®, Third Edition, also published by Wiley.

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