

Preface

Knowledge management involves application of human knowledge (epistemology) with the technological advances of our current society (computer systems) and big data, both in terms of collecting data and in analyzing it. We see three types of analytic tools. **Descriptive** analytics focuses on reports of what has happened. **Predictive** analytics extends statistical and/or artificial intelligence to provide forecasting capability. It also includes classification modeling. **Diagnostic** analytics can apply analysis to sensor input to direct control systems automatically. **Prescriptive** analytics applies quantitative models to optimize systems, or at least to identify improved systems. Data mining includes descriptive and predictive modeling. Operations research includes all three. This book focuses on descriptive analytics.

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Descriptive Data Mining

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