

Handbook of Research on Advanced Data Mining Techniques and Applications for Business Intelligence

Shrawan Kumar Trivedi
BML Munjal University, India

Shubhamoy Dey
Indian Institute of Management Indore, India

Anil Kumar
BML Munjal University, India

Tapan Kumar Panda
Jindal Global Business School, India

A volume in the Advances in Business
Information Systems and Analytics (ABISA)
Book Series



www.igi-global.com

Published in the United States of America by
IGI Global
Business Science Reference (an imprint of IGI Global)
701 E. Chocolate Avenue
Hershey PA, USA 17033
Tel: 717-533-8845
Fax: 717-533-8661
E-mail: cust@igi-global.com
Web site: <http://www.igi-global.com>

Copyright © 2017 by IGI Global. All rights reserved. No part of this publication may be reproduced, stored or distributed in any form or by any means, electronic or mechanical, including photocopying, without written permission from the publisher. Product or company names used in this set are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark.

Library of Congress Cataloging-in-Publication Data

CIP Data Pending
ISBN: 978-1-5225-2031-3
eISBN: 978-1-5225-2032-0

This book is published in the IGI Global book series *Advances in Business Information Systems and Analytics (ABISA)* (ISSN: 2327-3275; eISSN: 2327-3283)

British Cataloguing in Publication Data

A Cataloguing in Publication record for this book is available from the British Library.

All work contributed to this book is new, previously-unpublished material. The views expressed in this book are those of the authors, but not necessarily of the publisher.

For electronic access to this publication, please contact: eresources@igi-global.com.