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Synergies between data mining and operations research: A new paradigm of business analytics

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Both data mining and operations research approaches have long-established history in the data-driven decision making area. With the recent development in big data and business analytics, the data mining people and operations research people talk to each other more and more. The synergies between data mining and operations research are important for many real-life business analytics problems. In this talk, we will discuss the fundamental linkage between these two domains. This talk will also cover the typical industry use cases which require the synergies between data mining and operations research techniques for building the solutions. The open research topics in this area will be also discussed in this talk.

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Page 101