

## Data Mining and Data Warehouse

1. Web mining :- It is the process of data mining techniques to automatically discover and extract information from web documents and services.

The main purpose of webmining is discovering useful information from the world-wide web and its usage patterns.

Applications (a) It helps to improve the power of web search engine.

(b) It is used for web searching.

(c) It is used to predict user behaviour.

(d) It is useful for website and e-service  
e.g:- landing page optimization.

2. Spatial mining :- It is the process of discovering interesting and previously unknown, but potentially useful, patterns from large spatial datasets.

Applications (a) Geo-Spatial warehousing.

(b) Spatial data classification.

(c) Spatial clustering.

(d) Spatial association and correlation analysis.

(e) Spatial regression analysis.

3. Temporal / text mining :- It can be described as the process of extracting essential data from standard language text.

Applications (a) Risk Management

(b) Customer care service

(c) Business Intelligence.

(d) Social Media Analysis.



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4. Multimedia Mining :- It involves the process of extraction of multimedia data set which can be images, speech, text, audio, video, graphics and the combination of these data sets.

Application :- (a) Medical Analysis

(b) Surveillance System

(c) Media Making and Broadcasting

(d) Traffic video sequences