

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