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1. What is data mining?

Ans- Data mining is a non-trivial extraction of implicit, previously unknown and potentially useful information from a large scale of data

2. What is the task of data mining? Briefly explain each task?

Ans- As a general rule, two kinds of data mining tasks can be separated in view of the targets of each. These two kinds of tasks are descriptive and predictive. While predictive data mining position use deduction on the ongoing informational collection to foresee how another informational index will act on the other hand descriptive data mining activities characterize the general qualities of data. There are several data mining tasks such as classification, regression, deviation detection, association rule discovery, clustering, sequential pattern discovery etc. All these tasks are either predictive data mining tasks or descriptive data mining tasks

3. Show an example of a classification application?
   Direct Marketing:
   a. Goal: Reduce cost of mailing by focusing on a bunch of shoppers prone to purchase another mobile phone item.
   b. Approach:

   1. Use the information for a comparable item presented previously.
   2. We know which clients chose to purchase and which chose in any case. This {buy, don't buy} choice structures the class property.
   3. Collect different segment, way of life, and company-association related data pretty much all such clients.

   Type of business, where they stay, the amount they procure, and so on.

   Use this data as information credits to become familiar with a classifier model.

4. Show an example of a clustering application?

Market Segmentation:

Objective: partition a market into particular subsets of clients where any subset may possibly be chosen as a market focus to be reached with an unmistakable promoting blend.

Approach:

1. Collect various characteristics of clients in view of their topographical and way of life related data.

2. Find groups of comparative clients.

3. Measure the grouping quality by noticing purchasing behaviors of clients in same bunch versus those from various bunches.