What Is Data Mining?

Data mining (knowledge discovery from data)

– Extraction of interesting (<u>non-trivial,</u> <u>implicit</u>, <u>previously unknown</u> and <u>potentially useful)</u> patterns or knowledge from huge amount of data

Alternative names

– Knowledge discovery (mining) in databases (KDD), knowledge extraction, data/pattern analysis, data archeology, data dredging, information harvesting, business intelligence, etc.

Watch out: Is everything "data mining"?

– Simple search and query processing

– (Deductive) expert systems