Subject :DMBV
Module 1:Introduction to Data Mining
• data mining with one application
• Major Issues in Data Mining
• data, information and knowledge
• Explain Data mining and which kind of pattern to be mined
• Architecture of data mining
• KDD process detailed with diagram
Module 2: Data Exploration and Data Preprocessing
• Nominal and Ordinal attributes
• Binary and Numeric attributes
• Different types of Attributes with examples
• Proximity measure for nominal attribute
• Proximity measure for binary attribute
• Define Data Visualization
• Normalization and it's methods
• List Five number summary and explain with example
• Discuss Histogram & Binning
• Analyze Mean, Median, Mode
• Analyze why data preprocessing is required
• Mean ,Median, Mode, Five point summary, Boxplot – Problem
• Central Tendency
Module 3: Frequent Pattern Mining
• Market Basket Analysis with example
• Different applications of association rule mining
• Frequent Item set in Frequent Pattern Mining with example
• Apriori advantage and Disadvantage
• The property and applications of Apriori algorithm
• Support and confidence with example
• Apriori Algorithm -Problem
• FP Growth Tree with example

Module 4: Classification
• Confusion Matrix with example
• Measure Precision and Recall with example
• Performance measures in classification techniques
• Differentiate between Classification and Clustering.
• classification and its importance
• Naïve Bayes Classifier and importance of it
• Naïve Bayes Classifier-Problem
• Decision Tree with example
Module 5: Clustering
• Outlier and its detection methods
• Types of Outlier ,Challenges
• K-Mean explanation with example
• K-Medoid explanation with example
• K- Mean --Problem
• Differentiate K-Mean and K-Medoid.
• Hierarchical Clustering :Agglomerative ,BIRCH
Module 6: Business Intelligence
• Decision support system
• Business Intelligence Issues
• Business Intelligence & Why is it required
• Business Intelligence Architecture
• Application of Business Intelligence with example.
• The phases in the development of BI system in details.
• Benefits and Issues of Business Intelligence System.
• The main components of Business Intelligence System.