



देव संस्कृति विश्वविद्यालय

शान्तिकुन्ज, हरिद्वार

आन्तरिक मूल्यांकन परीक्षा - INTERNAL EVALUATION TEST

उत्तर-पुस्तिका

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Class

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Data Warehouse

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परीक्षार्थी के हस्ताक्षर
Signature of student's

परीक्षक के हस्ताक्षर
Signature of Examiner

Short Answer: 1:-

Neural Network Techniques:-

Neural Network are used for effective data mining in order to turn raw data into useful information. Neural networks look for patterns in large batches of data, allowing businesses to learn more about their customers which directs their marketing strategies, increase sales and lowers costs.

Neural Networks mine data in areas such as bioinformatics, banking and retail. Using neural networks, data warehousing organisations can harvest information from datasets to help users make more informed decisions through neural network's ability to handle complex relationships, cross-pollination of data, ~~and~~.

~~How neural network are being used for data mining:-~~

~~Application of neural networks in data mining, he notes that~~

~~ANN are becoming a more trusted and useful tool for finding solutions with in unstructured data.~~

→ Forecasting:- Most departments in a business lean heavily on forecasting data on a daily basis in order to manage their sales, stock, workforce and so forth.

Real Life Example of Neural Network's application in Data mining:-

1:- Healthcare:-

2:- Social Media:-

Ans:- 2:- Multimedia Database:-

It is the collection of interrelated multimedia data that includes text, graphics (sketches, drawings), Images, animations, video, audio etc and have vast amounts of multisource multimedia data. The framework that manages different types of multimedia data which can be stored, delivered and utilized in different ways is known as multimedia database management system.

There are three classes of the multimedia database which includes static media, dynamic media and dimensional media.

There are still many challenges to multimedia databases, some of which are

- 1:- Modelling
- 2:- Design
- 3:- Storage
- 4:- Performance
- 5:- Queries and retrieval

Areas where multimedia databases is applied are:-

- Documents and record management
- Knowledge dissemination
- Education and ~~training~~ training
- Realtime control and monitoring.
- Marketing, advertising, retailing, entertainment and travel.

Long Answer:-

3:-

Web data mining:-

Web Mining is the process of Data Mining techniques to automatically discover and extract information from web documents and services.

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

In present time web data mining is very useful for business ~~and~~ website and ~~to~~ E-commerce website.

There are three types of web mining:-

1:- Web content Mining:-

~~Web~~

2:- Web Usage Mining:-

3:- Web Structure Mining:-

Challenges in Web mining:-

- The complexity of web pages
- The web is a dynamic data source!
- Diversity of client networks:
- Relevancy of data
- The web is too broad

Needs of Web Data Mining:-

- We use this technique, we analyze the data and then convert that data into meaningful information. This helps the business to take ~~to~~ accurate and better decisions in an organization;
- Data mining helps to develop smart market decision, run accurate campaigns, make predictions, and more;
- With the help of Data mining, we can analyze customer behaviors and their insights.

Importance of web data data mining:-

The main importance of web mining is discovering useful information from the World wide web and its usage patterns.

Examples of Web data Mining:-

Web usage mining, particularly in the area of personalization are outlined in specific frameworks, such as the probabilistic latent semantic analysis model, which offer additional features to the user behaviour and access pattern.

There are also elements unique to web usage mining that can show the technology's benefits and these include the way semantic knowledge is applied when interpreting, analyzing, and reasoning about usage patterns during the mining phase.

Web usage mining by itself does not create issues, but this technology when used on data of personal nature might cause concerns. The most criticized ethical issue involving web usage mining is the invasion of privacy.

Application of web Mining:-

- Marketing and conversion tool
- Data analysis on website and application accomplishment
- Audience behavior analysis
- Advertising and campaign accomplishment analysis.
- Testing and analysis of a site.