Asynchronous test - I

Data mining is the process of extracting the useful information which is stored in the large database. Data mining is primarily used by organizations with intense customer demands - Retail communication, Financial, marketing company, determine price, consumer preferences, product positioning, and impact on sales, customer satisfaction and corporate profits.

Technologies used in data mining :

↳ Statistics
↳ Machine Learning
↳ Information retrieval
↳ Database systems and data warehouse.
↳ Decision support system.

Disadvantages of Datamining:

There is a probability that the organizations may sell useful data of customers to the other organizations for money. As per the report, American Express has sold out credit card purchases of their customers to the organizations. Many data mining analytics software is difficult to operate and needs advance training to work on. Different data mining instruments operate in distinct ways due to the different algorithms used in their design. Therefore, the selection of the right data mining tools is a very challenging task. The data mining techniques are not precise, so that it may lead severe consequences in certain conditions.