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Data mining, also known as knowledge discovery in data (KDD), is the process of uncovering patterns and other valuable information from large data sets. Given the evolution of data warehousing technology and the growth of big data, adoption of data mining techniques has rapidly accelerated over the last couple of decades, assisting companies by transforming their raw data into useful knowledge. However, despite the fact that that technology continuously evolves to handle data at a large-scale, leaders still face challenges with scalability and automation. Data mining has improved organizational decision-making through insightful data analyses. The data mining techniques that underpin these analyses can be divided into two main purposes; they can either describe the target dataset or they can predict outcomes through the use of machine learning algorithms. These methods are used to organize and filter data, surfacing the most interesting information, from fraud detection to user behaviors, bottlenecks, and even security breaches. When combined with data analytics and visualization tools, like Apache Spark, delving into the world of data mining has never been easier and extracting relevant insights has never been faster. Advances within artificial

intelligence only continue to expedite adoption across industries.