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SOCIAL MEDIA ANALYTICS USING R –
DATA MINING Vs DATA ANALYTICS

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DATA MINING Vs DATA ANALYTICS

DATA ANALYSIS

Answering How and Why ?
Take out data.
Filter
Also can be done on Multiple Data sets.

The process of studying the data to find out the answers to how and why things happened in the past.

Result is a finer dataset or pattern or a detailed report.

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DATA ANALYTICS

The outcomes of the data analysis are taken to process to predict the future forecast likely to be occurred which is known as Data Analytics.

In analytics the process used is statistics or computational reasonings.

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DATA MINING

A subset of Data Analysis.

Mining of knowledge from a big amount of data.

To extract useful information from big data.

This big data may be relational data, data warehouse, data repositories, object relational database, transactional data.

Data may be audio, video, text.

Trends, patterns, insights can be taken out of collected data.

DATA MINING Vs DATA ANALYTICS

DATA MINING TECHNIQUES

STATISTICS
AI ALGORITHMS
MACHINE LEARNING ALGORITHMS

DATA MINING Vs DATA ANALYTICS

REFERENCES

1. https://www.geeksforgeeks.org/difference-between-data-mining-and-data-analysis/

THANK YOU