



Data Mining (Cont.)

■ Descriptive Patterns

• Associations

- Find books that are often bought by “similar” customers. If a new such customer buys one such book, suggest the others too.
- Associations may be used as a first step in detecting **causation**
 - E.g. association between exposure to chemical X and cancer,

• Clusters

- E.g. typhoid cases were clustered in an area surrounding a contaminated well
- Detection of clusters remains important in detecting epidemics