Difference between Data Mining and Data Analysis

Data Mining assists in Data Analysis

Data Mining comes before Data Analysis

Let me give you an example:

Say, you have a sales database. Your sales managers are asking you to give you answers to following questions:

1. Which is our best selling product?
2. Which is our most profitable product?
3. Who is our best salesman?
4. Rank all the salesmen in decreasing order of contribution to bottomline
5. Which region is our strongest region (Western USA, Eastern USA, MidWest, SouthEast, Northwest, etc.)

(The above 5 pieces of information is achieved by doing data analysis. The above 5 is data analysis)

However, to get to this information, a Data Analyst like Priya Khandare has to first do data mining. Priya has to figure out where the data is. How many databases are going to be involved in answering these questions. Does the data need to be scrubbed/cleansed/moved? Do states have to be merged so that we can give information not just based on states but group states by regions! This is all data mining!