Data Mining

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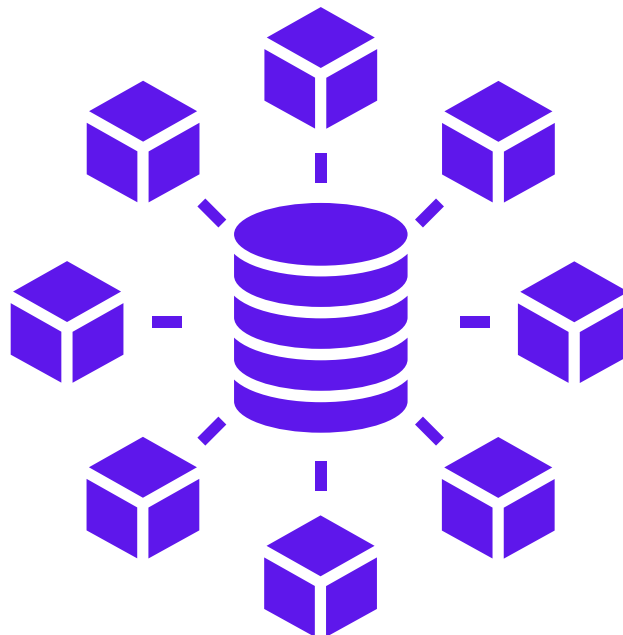
Data Mining

- **Data Mining means to mining data to extract useful information from it.**

- **Data mining is a process used by companies to turn raw data into useful information.**

- **(Data are any facts, numbers, or text that can be processed by a computer or any information that can be converted into knowledge about future trends.)**

- **Information that can be used to increase company's earnings, cuts costs, or both.**

Data Mining

- **Data mining tools can answer business question that took too much time to resolve. Most companies already collect and refine massive quantities of data.**

- **Data mining techniques can be implemented rapidly on existing software and hardware platforms to enhance the value of existing information resources, and can be integrated with new products and systems as they are brought on-line.**
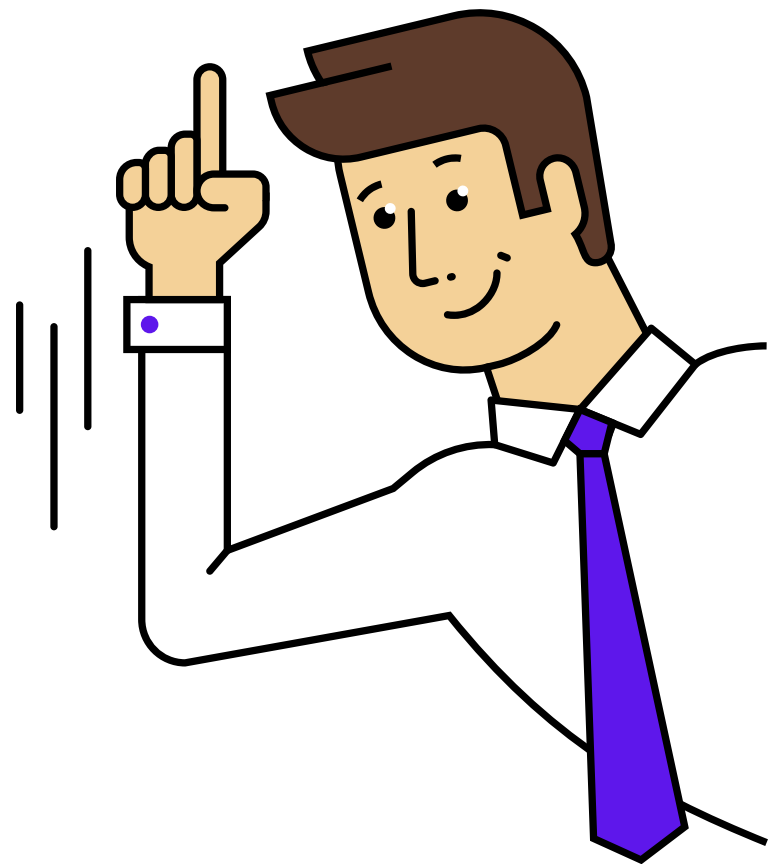
How data mining works?

- **Collecting data (from Users).**

- **Storing data (Database: Data Warehousing).**

- **Business rules and analytics (Organizing data).**

- **Visualization (Data Mining Software).**

- **Then, anything involving data you want to use to improve profit.**

Data Mining Techniques

- **Association**

- **Classification**

- **Clustering**

- **Prediction**

- **Sequential Patterns**

- **Decision trees**

Data Mining Process

Data mining is a promising and relatively new technology. Data mining is a process of discovering hidden valuable knowledge by analyzing large amounts of data, which is stored in databases or data warehouse, using various data mining techniques such as machine learning, artificial intelligence and statistics.

Data Mining: Applications

Data mining is a process that analyzes a large amount of data to find new and hidden information that improves business efficiency.

Topics for next Post

- **Data visualization**
- **Classification and regression trees (CART)**
- **Neural Networks**

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