



50 marts are storage methods that involve archiving large amounts of data in a way that makes it easy to access when necessary.

When the process is complete, the mining software generates a report. An analyst goes over the report to see if further work needs to be done, such as refining parameters, using other data analysis tools to examine the data, or even
55 scrapping the data if it's unusable. If no further work is required, the report proceeds to the decision makers for appropriate action.

The power of data mining is being used for many purposes, such as analysing Supreme Court decisions, discovering patterns in health care, pulling stories about competitors from newswires, resolving bottlenecks in production processes, and analysing sequences in the human
65 genetic makeup. There really is no limit to the type of business or area of study where data mining can be beneficial.

B Re-read the text to find the answers to these questions.

1 Match the terms in Table A with the statements in Table B.

Table A

a	Data mining	c	Cleansed data
b	AI	d	Data warehouse

Table B

- i Storage method of archiving large amounts of data to make it easy to access
- ii Data free from duplicate and erroneous information
- iii A process of filtering through large amounts of raw data for useful information
- iv A computing tool that tries to operate in a way similar to the human brain

2 Mark the following as True or False:

- a Data mining is a process of analysing known patterns in data.
- b Artificial intelligence is commonly used in data mining.
- c In data mining, patterns found while analysing data are used for further analysing the data.
- d Data mining is used to detect false insurance claims.
- e Data mining is only useful for a limited range of problems.

3 Complete the following description of the data mining process using words from the text:

Large amounts of data stored in data are often used for data The data is first to remove information and errors. The is then analysed using a tool such as An analysis report is then analysed by an who decides if the need to be refined, other data tools need to be used, or if the results need to be discarded because they are The analyst passes the final results to the makers who decide on the action.