**Unit 3.2 Assignment: Summaries and Abstracts**

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Summary

Morris stated that data mining is a process of combining statistics, artificial intelligence (AI), and machine learning to identify patterns, relationships, or anomalies in large datasets (2021). The article explains how businesses can leverage data mining to build stronger customer relationships, predict purchasing trends, detect potential fraud, streamline their marketing efforts, and enhance customer experience. It touches on how initially, data mining was primarily utilized by big businesses due to the extensive resources it took, like cost, equipment, and employing experts. Now it is more available to smaller companies as costs have been driven down, and it is more commercially accessible. Some of the concepts discussed and defined were models, predictors, clustering, classification, and an explanation of how data mining works. Morris cautions that while it (data mining) reveals patterns, it presents concerns in ethics and privacy, and companies should hire privacy experts to be involved in the process. It concludes with predictions of advancements in user interfaces and power, which will increase the number of businesses adopting this tool.

Descriptive Abstract

This article explores how businesses are using data mining to strengthen essential operations like marketing, customer experience, trend analysis, and product development. By analyzing large amounts of data, companies can uncover meaningful patterns that guide smarter, more informed decisions. It also points out how data mining—once limited to large corporations—is becoming increasingly accessible, giving smaller businesses the tools to compete and innovate across a wide range of industries.

Informative Abstract

This article discusses how data mining is used by businesses to improve marketing, customer experience, trends, and product development. It outlines the data mining process, which includes analyzing large amounts of data to find patterns and relationships that support the decision-making process. The article draws close attention to the techniques used, including clustering, classification, and anomaly detection, and talks about how they are employed to identify marketing trends, customer satisfaction, and product improvement. It goes on to point out that it is becoming more accessible to smaller businesses as costs and technology improve. The article briefly touches on ethical considerations when it comes to privacy and recommends employing ethics experts to be involved in the process. Concluding with how the rapid advancement of computing power and storage capacity will widen the capabilities and impact businesses in new and deeper ways.

Reflection

A descriptive abstract is a bottom-line-up-front (BLUF) approach. It grabs attention by stating what is in the written piece. To me, it seemed to be a no-frills summary of the article. An informative abstract is essentially a summary of the article's key points, presented in a logical order. Descriptive abstracts are suitable for short reports or proposals, whereas informative abstracts are more suitable for longer reports. When used for decision-making, informative abstracts provide more value and detail. I found that writing the descriptive abstract was harder than I expected, as I used a lot of vague, non-specific language and kept using the wrong tone. I rewrote it probably 20 times before I got closer to what is being described in the text. In scenarios like blog posts or news releases, I think a descriptive abstract might be more suitable. However, I am probably wrong, as much of what I’m reading appears similar, aside from the technical language used in descriptive abstracts and the more detailed nature of informative abstracts.

**References**

Morris, A. (2021, July 9). *What Is Data Mining? How It Works, Techniques & Examples*. Oracle NetSuite. <https://www.netsuite.com/portal/resource/articles/data-warehouse/data-mining.shtml?utm_source=chatgpt.com>