**Q. What is Data mining?**

Data mining is a major step of data processing life cycle in big data analytics. It is a technique which reveals hidden value, pattern and relationship by sorting throw dense volume of data set. This identified hidden insight by data mining aids to solve organizational or business problem. Besides, it assists to organization or business owner for any sort of important decision making and also enable enterprises to predict future trend of business by discovering implicit knowledge from data set. There are two way of data mining process one is supervised learning and another is unsupervised learning. **In supervised learning, decision model is developed based on past data. Then this model can be used for predicting accurate answer for future data instances.** Classification is the main category of supervised learning where various data mining techniques such as **decision tree, neural network, and regression** are popular under classification category. On the other hand, for **unsupervised learning** is needed exploratory analysis to figure out pattern and discover knowledge. **Cluster Analysis, Association rules** are frequently used in the market in terms of **unsupervised learning.**