2005	570.84	575.82
2006	718.87	721.60
2007	888.25	879.15
2008	929.29	938.05
2009	1379.10	1364.48
2010	1826.47	1806.19
2011	1841.89	1850.51
2012	1927.18	1930.64
2013	2211.68	2198.41
2014	2372.29	2349.19
2015	2450.33	2459.76

According to this table can be drawn constantly to increase China's auto production and sales, the manufacturers for different models of Health, the large amount of data, the type of variety, although lower-value density, however, high commercial value and the processing speed is fast, how they can effectively use these data together, in increasing car sales, allowing car manufacturers to get a seat in the car around the world, it is now the auto maker urgent problem to be solved, data mining tools generate, can effectively deal with data and applications, allow people to master effective information, we use data mining technology products for car sales data analysis.

1.2. Industry big data present situation

Physical information system and intelligent analysis will come, for us to achieve production management and industry transformation and upgrade provides a new train of thought, today measure of the manufacturing industry level has not only concerned about the product manufacturing capacity, but for the customer more innovative value. Professor Lu Wei believes that the nature of the industry's big data is data driven industrial upgrading, that is, through the big data analysis to stimulate research and development, service and manufacturing innovation, promote industrial upgrading. Professor Li jie thinks that enterprises must to know the client also does not speak out, customers speak out that it are not called problem[4], industrial data analysis is the competitive advantage of industrial development, industrial data analysis can help Chinese enterprises to reduce manufacturing cost, improve product quality, mining is not visible to the needs of users. He talked about the Trinity. With the achievements in the

438   Qi Zhang et al. / Procedia Computer Science 107 (2017) 436 – 441

world for the good interpretation of the industrial data analysis, it will achieve and enhance the competitiveness of the point of view to product value which made in China [5].

November 2015, the Fifth Plenary Session of the party's eighth plenum proposed to implement a national data strategy, which is the data for first time to write to join the party plenum resolution, marking the data strategy officially rose to national strategy. The fifth plenary session is opened a new chapter in the construction of large data. In fact in 2015, "big data" issue is the guest of the executive meeting of the State Council, "big data" strategy as early as the horizon. July, issued by the general office of the State Council the about the use of large data strengthen of service and supervision of the main market a number of opinions "put forward to improve the service level of market main body, to strengthen and improve the market supervision ,to promote sharing of government and social information resource open, improve the government information integration platform, eliminate information isolated island, promote resource data open to the society, it can enhance the credibility of the government, leading the development of the society, serving the public enterprises. China's information for consumer market size of the magnitude has rapid growth of three huge. To enhance the network capability, resident consumption upgrading and the four modernizations to speed up the integration and development background, new technology, new products, new content, new services, new formats which continue to inspire new consumer demand and as important means to enhance the experience of consumer information and data will be in the field of industry get widely used[6].For the current development of manufacturing industry and traditional manufacturing phase contrast, traditional manufacturing industry faces great impact, such as in technology, process design, quality management, production operations, need a big change deal with the industry under the premise of big data challenge.

2. Illustrations

There is no uniform definition of data mining. Experts in different fields have shown great interest in data mining and enthusiasm. For example, the application of services in the Internet industry, online services and customer relationship management (CRM) bring many business opportunities. Data mining is the discovery of information or knowledge from a large number of data [7].