**Data mining** is the process of **searching and analyzing large batches of raw data** to identify patterns and extract useful information. [It is used by companies for purposes such as understanding customer behavior, developing marketing strategies, and detecting fraud or spam1](https://www.tutorialspoint.com/data_mining/index.htm)[2](https://www.rdatamining.com/resources/free-online-courses).

Here are **five free reference links** where you can learn more about data mining:



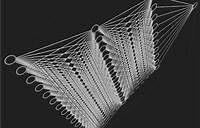
Investopedia

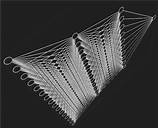
1. [**Investopedia**](https://www.investopedia.com/terms/d/datamining.asp): Provides an overview of data mining, its techniques, and applications[3](https://www.investopedia.com/terms/d/datamining.asp).





1. [**IBM**](https://www.ibm.com/topics/data-mining): Offers insights into the data mining process, techniques, and real-world applications[4](https://www.ibm.com/topics/data-mining).
2. [**TutorialsPoint**](https://www.tutorialspoint.com/data_mining/index.htm): Covers basic-to-advanced concepts related to data mining, including knowledge discovery, classification, and prediction[1](https://www.tutorialspoint.com/data_mining/index.htm).





1. [**R and Data Mining**](https://www.rdatamining.com/resources/free-online-courses): Offers free online courses on data mining using R, including practical machine learning[2](https://www.rdatamining.com/resources/free-online-courses).
2. [**Simplilearn**](https://www.simplilearn.com/free-introduction-to-data-mining-course-skillup): Provides a self-paced data mining course covering statistical concepts and techniques[5](https://www.simplilearn.com/free-introduction-to-data-mining-course-skillup).

Feel free to explore these resources to enhance your understanding of data mining! 📊🔍