

Business Intelligence

Theory Assignment 5

1) Explain classification?

→ It is data analysis task, i.e. the process by finding a model that describes & class distinguisher data classes & concepts. classification is the problem of identifying to which of a set of categories such populations, new observation belongs to on the bases of a training set of data containing observation & whose categories membership is known.

Ex. Before starting any project, we need to check its feasibility. In this case, a classification is required to predict class labels such as 'safe' & 'Risky' for adopting the project & to further approve it.

2) Explain clustering?

→ Clustering is an unsupervised machine's technique with several application areas.

A financial services company might want to create customer segments using clustering

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3) Explain Association rules?
→ Association rules mining at a basic level involves the use of an AI model to analyse data for patterns in a database.

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It defines a frequent if then the associations which themselves are the association rules.

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