435 Notebook

12/31/12

Session 1:

6 Data Mining Tasks –

* Classification: used to predict group membership for data instances. Ie, Direct Marketing
* Clustering: Groups of closely related observations belonging to the same cluster more similar to each other than observations belonging to other clusters. Ie, data points more similar and less similar.
* Association Rule Discovery: predict the occurrence of an item based on occurrences of other items, given a set of records, each of which contain some number of items from a given collection.
* Sequential Pattern Discovery: Rules predict sequential dependencies among different events using a given set of objects. Each object is associated with its own timeline of events.
* Regression: Utilizes a data set in which the target values are known.
* Deviation Detection: Detects significant deviations from normal behavior.