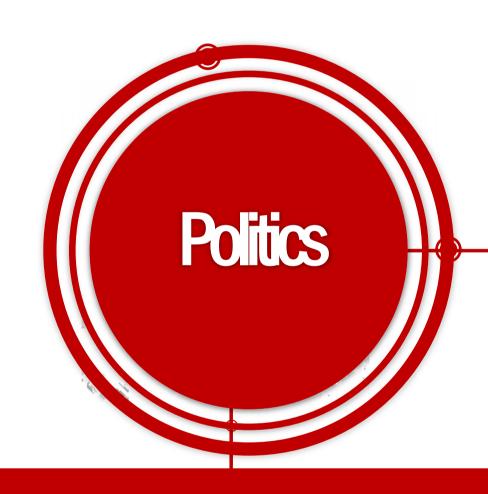


FROM POLITICS TO BIOLOGY TO BIG DATA, THE EFFECTS OF DATA MINING ARE EVERYWHERE

## ONE WAY DATA MINING CAN INFLUENCE OUR LIVES IS THROUGH PREDICTIONS



Data mining has provided massive insights to understanding the human genome, illuminating the causes of ADHD (attention deficit/hyperactivity disorder), obesity, asthma, colorectal cancer, Crohn's disease, and providing clues to factors that have influenced human evolution.



Various school districts, colleges and universities today, leverage data collected as students progress through their education. That data helps identifying students that are in need of individual attention or who could benefit from teaching methods that are tailored to them, helping maximize their chance of succeeding.



Political campaigns are very early adopters of data mining techniques. Today, most campaigns make vast use of voter data to identify particular areas or demographics that need to be targeted. Fund raising has also greatly benefited by a deeper understanding of how effective different approaches to that are, a knowledge directly derived from detailed data analysis.

