**Process:**

Data mining: finding trend and pattern

Clustering/classification: classify

Data modelling: creating a descriptive diagram of relationship between type of data like ER DIAGRAM

Data summarization: techniques to find compact description of a data

**Analyze:**

Exploratory/confirmatory analysis: sales have dropped in certain area/ finding relationship of data explored.

Predictive analysis: uses ml models, statistics, useful in business.

Regression: finding correlation.

Text mining; text is unstructured so finding useful info from text.

Qualititave:

**Communicate:**

Data reporting:

Data visualization:

Business intelligence:

Decision making: