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Data mining functions

- Classification
- Association
- Sequential / temporal patterns
- Clustering / segmentation

① Classification → is a more complex data mining technique that forces you to collect various attributes together into discernable categories, which you can then use to draw further conclusions or serve some function.

For example - if you are evaluating data on individual customers' financial backgrounds and purchase histories, you might be able to classify them as "low", "medium" or "high" credit risks. You could then use these classifications to learn even more about these customers.

② Association → Association is related to tracking patterns, but is more specific to dependently linked variables.

In this case you'll look for specific events or attributes that are highly correlated with another event or attribute.

e.g - you might notice that when your customers buy a specific item, they also often buy a second related item.

This is usually what's used to populate "people also bought" sections of online stores.

Clustering → Clustering is very similar to classification, but involves grouping chunks of data together based on their similarities.

e.g. you might choose to cluster different demographics of your audience into different subsets based on how much disposable income they have, or how often they tend to shop at your store.

Sequential/Temporal pattern →

This data mining technique helps to discover or identify similar patterns or trends in transaction data for certain periods.

## Questions to do in notebook

1. Explain the advantages of data mining.
2. Explain the scope of data mining?
3. List out the types of data mining.
4. Explain the difference between data mining and data warehouse.
5. Explain the major elements of data mining.
6. What is data mining?
7. What are cubes?
8. What are the different problems that "data mining" can solve?
9. What are the different stages of data mining?