

Chapter Introduction To Data Mining

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• Data mining is a process of automated discovery of previously unknown patterns in large volumes of data. • This large volume of data is usually the historical data of an organization known as the data warehouse. • Data mining deals with large volumes of data, in Gigabytes or Terabytes of data and sometimes as much as Zetabytes of data (in case of big data). • Patterns must be valid, novel, useful and understandable. • Data mining allows businesses to determine historical patterns ...

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WY045-01 September 7, 2004 13:13 2 CHAPTER 1 INTRODUCTION TO DATA MINING interest to him or her. Data mining helps to identify the type of marketing approach for a particular customer, based on the customer’s individual pro?le.

~~CHAPTER INTRODUCTION TO DATA MINING~~

8 CHAPTER 1 AN INTRODUCTION TO DATA MINING AND PREDICTIVE ANALYTICS 3. Data Preparation Phase a. This labor-intensive phase covers all aspects of preparing the final data set, which shall be used for subsequent phases, from the initial, raw, dirty data. b. Select the cases and variables you want to analyze, and that are appropriate for your analysis.

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Avoiding False Discoveries: A completely new addition in the second edition is a chapter on how to avoid false discoveries and produce valid results, which is novel among other contemporary textbooks on data mining. It supplements the discussions in the other chapters with a discussion of the statistical concepts (statistical significance, p-values, false discovery rate, permutation testing, etc.) relevant to avoiding spurious results, and then illustrates these concepts in the context of ...

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Chapter 6 from the book “ Introduction to Data Mining ” by Tan, Steinbach, Kumar. Chapter 6 from the book Mining Massive Datasets by Anand Rajaraman and Jeff Ullman. Lecture 5: Similarity and Distance.

~~CS059 — Data Mining — Slides~~

Abstract. This chapter gives a brief overview of the field of Data Mining. The topics covered are the data explosion, the knowledge discovery process, applications of data mining, labelled and unlabelled data, supervised learning: classification and numerical prediction, and unsupervised learning: association rules and clustering.