Data

Mining
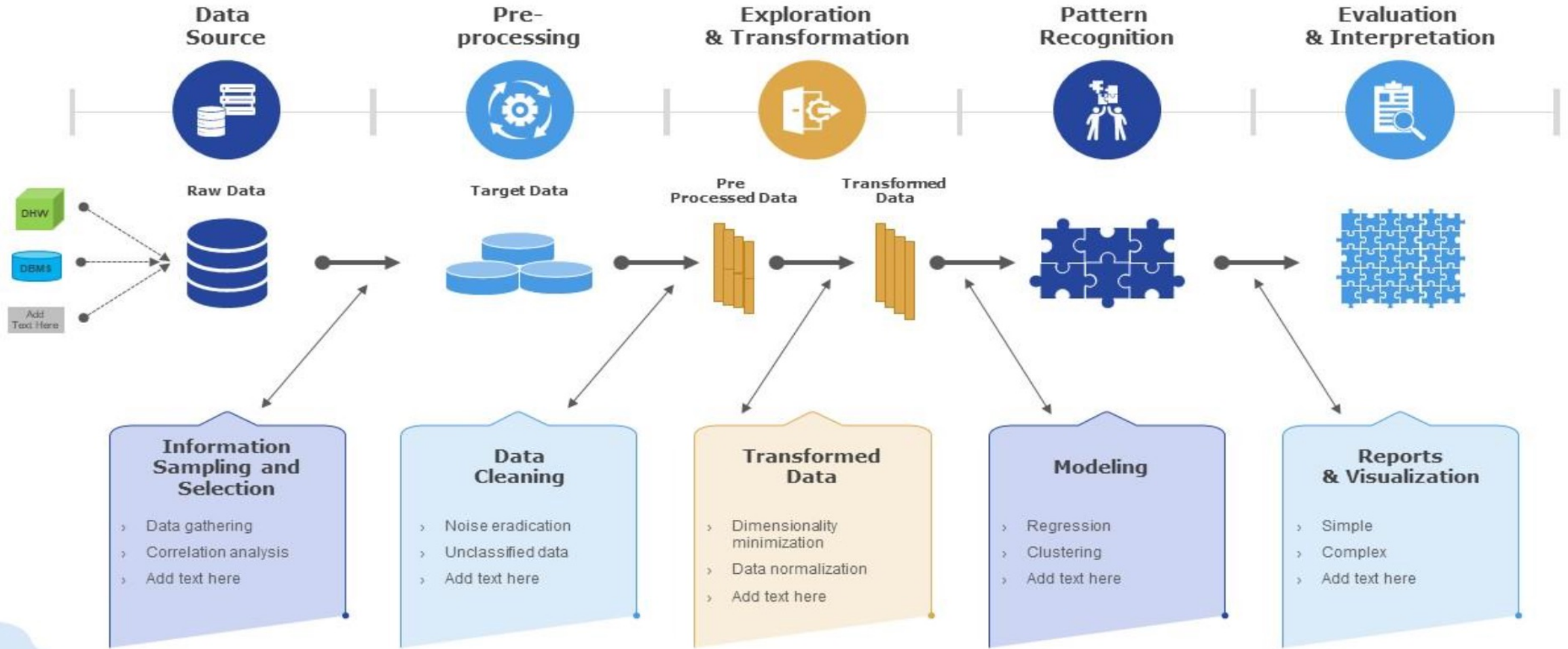
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Slide Team

IT data mining process phases

This slide depicts the steps involved in the process of data mining that help businesses discover patterns in large data sets and make informative decisions. It covers five stages including data source, pre-processing, exploration & transformation, pattern recognition, evaluation and interpretation.

Data Source	Pre-processing	Exploration & Transformation	Pattern Recognition	Evaluation & Interpretation

Raw Data

Target Data

Pre Processed Data

Transformed Data

DHW

DBMS

Add Text Here

Information Sampling and Selection

› Data gathering
› Correlation analysis
› Add text here

Data Cleaning

› Noise eradication
› Unclassified data
› Add text here

Transformed Data

› Dimensionality minimization
› Data normalization
› Add text here

Modeling

› Regression
› Clustering
› Add text here

Reports & Visualization

› Simple
› Complex
› Add text here

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Modern data mining challenges and solutions

This slide represents the key issue faced in modern data mining and their possible solutions to help businesses overcome roadblocks and make efficient decisions. It addresses issues such as heterogeneous data, scattered data and data privacy.

Challenges

Heterogeneous data

Scattered data

Data privacy

Data privacy

Description

> Low-grade and incomplete data
> High duplicacy and level of falsified information
> Add text here

> Data gathering from platforms across various computing environments
> Information is stored in different sources
> Add text here

> Privacy issues related social sites
> Add text here
> Add text here

> Add text here

Solutions

> Analyze each data type separately before combining the results
> Accurate data collection
> Add text here

> Develop distributed versions of data mining algorithms
> Use XML files to store metadata
> Add text here

> Transparency of data privacy policies
> Regulate third-party applications obtaining customer information
> Add text here

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Data mining techniques to optimize business

This slide describes essential data mining techniques used to build a data-centric business by providing insight and guiding the companies in the right direction. It covers techniques such as tracking patterns in data, clustering and regression analysis.
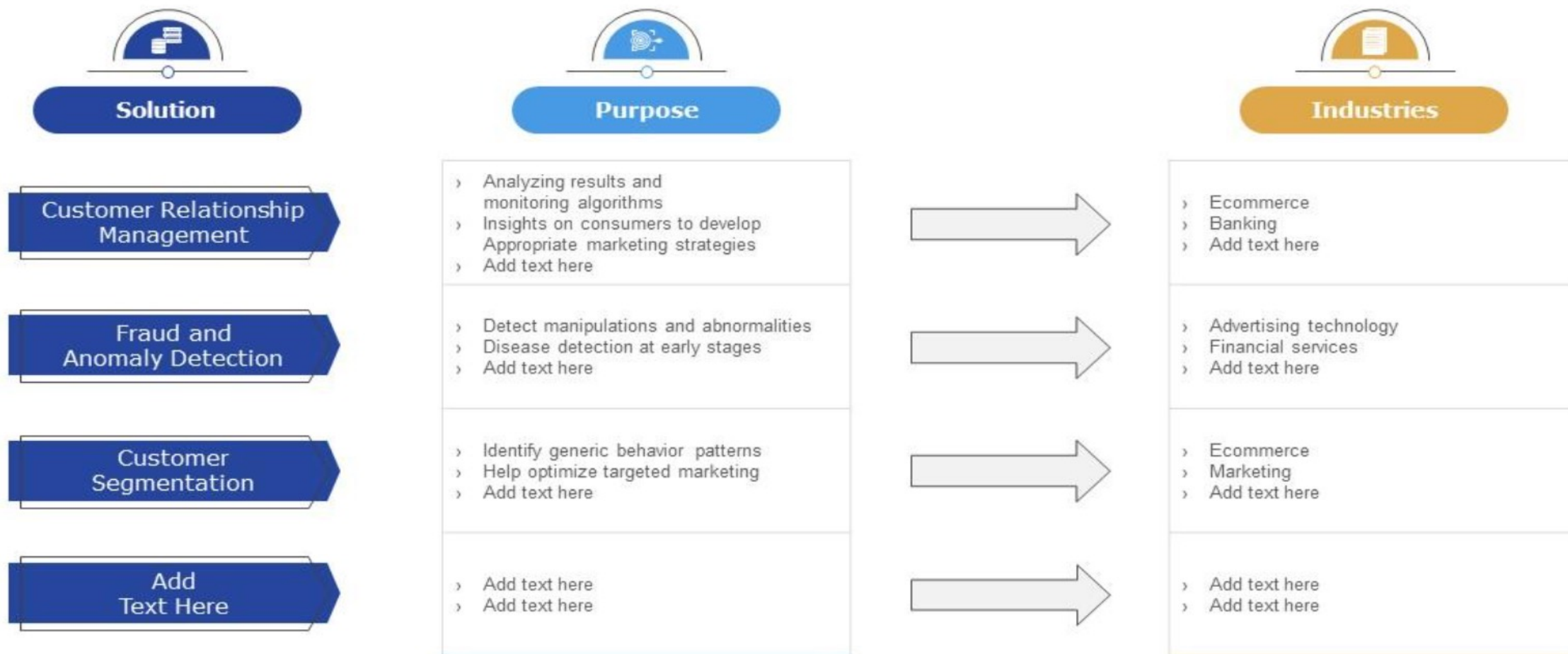
Techniques	Description	Benefits	Examples
Tracking Patterns in Data	› Raw data collection from multiple sources › Information input process discovers certain patterns › Add text here	› Demand analysis › Add text here	› Pattern tracking to determine products in demand › Add text here
Clustering	› Recognize particular groups of common characteristics within a data set › Add text here	› Develop efficient marketing strategies › Add text here	› Track sales and marketing for a specific region › Add text here
Regression Analysis	› Predict specific data patterns in order to create efficient data mining tools › Add text here	› Efficient forecasting › Add text here	› Project certain costs, depending on other factors such as availability, user demand and competition › Add text here
Add Text Here	› Add text here	› Add text here	› Add text here

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Solution oriented data mining applications

This slide presents the use cases of data mining in businesses of numerous industries. It covers aspects such as solution involving customer relationship management, fraud & anomaly detection and customer segmentation, industries and purpose.

Solution

Purpose

Industries

Solution	Purpose		Industries
Customer Relationship Management	› Analyzing results and monitoring algorithms › Insights on consumers to develop Appropriate marketing strategies › Add text here	→	› Ecommerce › Banking › Add text here
Fraud and Anomaly Detection	› Detect manipulations and abnormalities › Disease detection at early stages › Add text here	→	› Advertising technology › Financial services › Add text here
Customer Segmentation	› Identify generic behavior patterns › Help optimize targeted marketing › Add text here	→	› Ecommerce › Marketing › Add text here
Add Text Here	› Add text here › Add text here	→	› Add text here › Add text here

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Industry oriented data mining applications

This slide outlines key use cases of data mining in multiple industries and how it help optimize numerous processes. It covers aspects such as industries, optimization and impact.

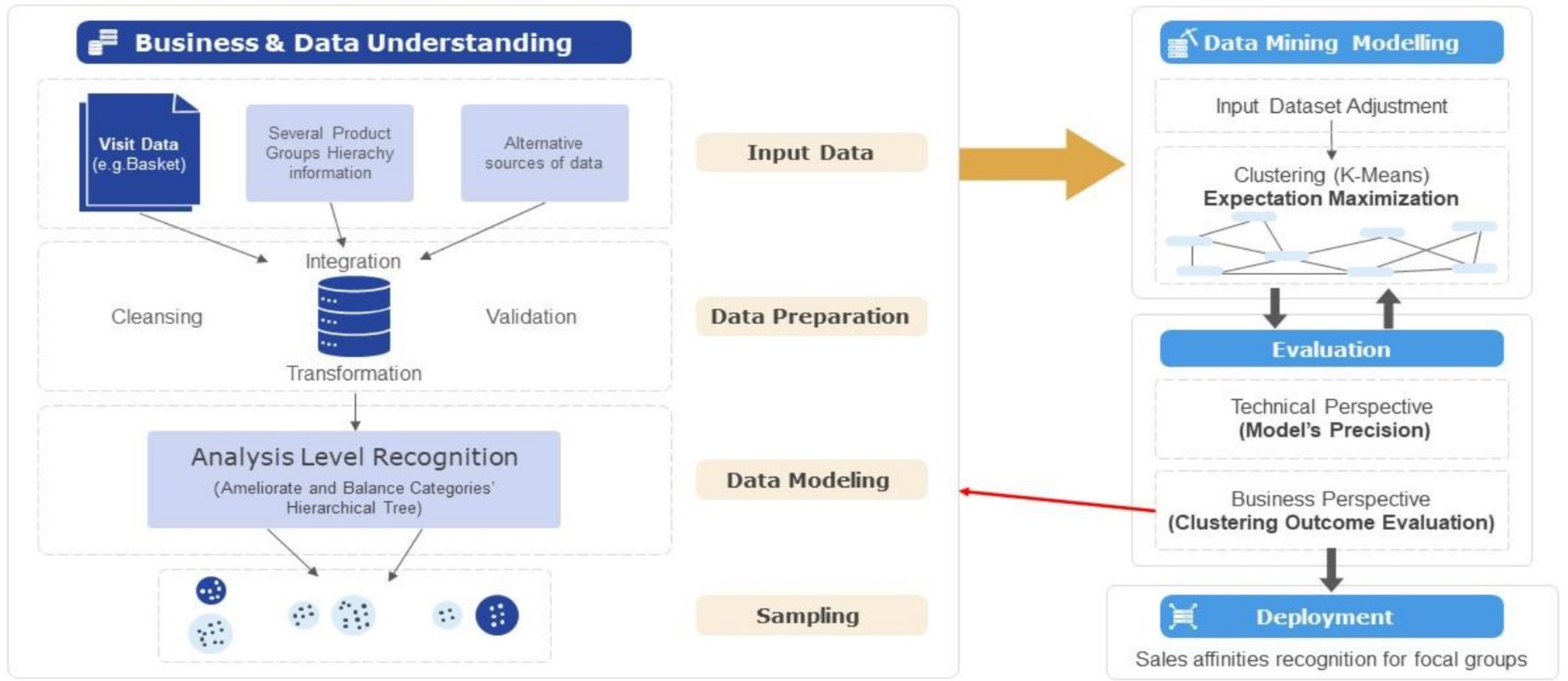| Industries	Optimization	Impact
Banking	› Fraud detection › Compliance management › Add text here	› Risk management improved by XX% › Add text here
Bioinformatics & Healthcare	› Biological data mining › Efficient patient data management › Add text here	› Process speed enhanced by XX% › Add text here
Ecommerce	› Optimize cross-sells and upsells › Customer segmentation › Add text here	› Sales optimization enhanced by XX% › Add text here
Add Text Here	› Add text here	› Add text here

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Business data mining framework analysis

This slide depicts a business and data mining framework that help businesses identify patterns and knowledge from a large amount of data to create effective strategies to increase business benefits. It covers aspects such as business & data understanding, data mining modelling, evaluation and deployment.

Business & Data Understanding

- Visit Data (e.g. Basket)
- Several Product Groups Hierachy information
- Alternative sources of data

Integration

Cleansing — Transformation — Validation

Analysis Level Recognition
(Ameliorate and Balance Categories' Hierarchical Tree)

Input Data

Data Preparation

Data Modeling

Sampling

Data Mining Modelling

Input Dataset Adjustment

Clustering (K-Means)
Expectation Maximization

Evaluation

Technical Perspective
(Model's Precision)

Business Perspective
(Clustering Outcome Evaluation)

Deployment

Sales affinities recognition for focal groups

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