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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,

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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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that information leads

to power and

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technologies such as

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computers, satellites,  
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interest to him or her.

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Data mining helps to identify the type of marketing approach for a particular customer, based on the customer's individual profile.

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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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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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 $s(p, q)$  is the similarity  
between points (data  
objects),  $p$  and  $q$ . ©

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Similarity Between  
Binary Vectors.

Common situation is

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that objects,  $p$  and  $q$ , have only binary attributes Compute similarities using the following quantities.

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information leads to  
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Abstract. This chapter  
gives a brief overview  
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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.

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