

# Data Mining Fundamentals

## Description

By opening up this chapter, you'll learn about the purpose, basic techniques, and applications of data mining. Go from lesson to lesson to explore how you can use data mining in your business reports, in social media, and for other purposes.

## Data Mining Fundamentals: Chapter Summary

In today's business world, our technology gathers vast amounts of data, but that leaves us with the problem of what to do with all of this gathered information. The concept of data mining has been the response to this problem, yet many people see the term "data mining" as too technical or too complex to approach. This chapter has been designed to reduce your anxiety about data mining, as well as help you get a better grasp on the data mining process, including how to do it, what data mining techniques to use, and so forth.

You can develop or improve your data mining skills any time, day or night, by logging into your user dashboard on our site. Your personalized dashboard keeps your information organized, shows you what lessons you've recently reviewed, and highlights your most recent quiz scores. As you study up on the basics of data mining, your dashboard will also recommend related chapters that may help expand your technical skills even further.

This chapter will go over a full range of topics that will get you ready to do the following:

- Define the process and fundamentals of data mining
- Explain the applications of data mining
- Compare the pros and cons of data mining
- Differentiate data mining from data warehousing
- Examine data mining techniques
- Point out how to use data mining in Excel
- Offer examples of data mining algorithms
- Review the data mining association rules
- Show the purposes of a decision tree algorithm
- Determine the connection between data mining and social media
- Establish how data mining can benefit healthcare
- Outline the data integration process in data mining