

Introduction to Data Mining

What is Needed to Do Data Mining

Data Warehousing

Data Marts

 On-Line Analytic Processing

 Comparisons

Data Mining

Focused Marketing

Business Data Mining

Retailing

Market Basket Analysis

Banking

Credit Card Management

Insurance

Telecommunications

Telemarketing

Human Resource Management

Data Mining Tools

Summary

Statistical Aspects of Data Mining

Data Mining Algorithms

Memory Based Reasoning

 Census Classification

Matching

Distance Minimization

Telecommunications Fraud

 Products

Clustering Algorithms

Link Analysis

Decision Tree Algorithms

Tree Structure

 Machine Learning

 Fuzzy Decision Trees

 Decision Tree Products

Neural Network Models

 Products

Conclusions