

# WHAT ARE THE TWO MAIN OBJECTIVES ASSOCIATED WITH DATA MINING?



THE ANSWER IS:

## Uncovering Trends and Patterns

UNCOVERING TRENDS AND PATTERNS IS A GREAT POWER FOR THE BUSINESSES OF ALL SECTORS AND INDUSTRIES.

### WHAT IS DATA MINING?

Data mining is a process of turning raw data into useful information. It is a process of sorting a large amount of data to find out patterns and establish trends and relationships to solve problems.



### Why discovering hidden trends and patterns is crucial for the business?

Companies which can successfully extract and uncover trends and patterns are able to know and understand better their customers. These companies are able to develop more effective marketing strategies, increase sales, decrease costs and etc.

### Who benefits from data mining?

- Marketing
- Finance and banking
- Governing organizations
- Manufacturing
- Science
- Policing
- Insurance
- Health industry and many many others



### How can the hidden trends and patterns be uncovered?

With automated software solutions. You can detect connections and patterns with intuitive tools, analyze key data quality metrics and uncover important trends on the go, explore big data in no time on your mobile phone, iPad, iPhone, and etc.

### Example

One of the most popular examples of data mining that uncover patterns is the discovery that beer and diapers are often purchased together. Marketers discovered that it is a common habit for Fathers to take some beer when they are going to buy diapers. The stores can use this information to place the beer and diapers in closeness.



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