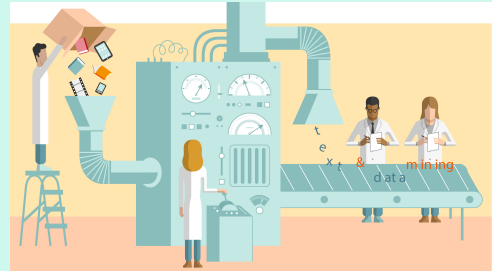




# Data Mining



Data Mining is the process of finding anomalies, patterns, and correlations within large data sets to predict outcomes. The information gained from data mining can be employed to increase revenues, cut costs, improve customer relationships and reduce risks.

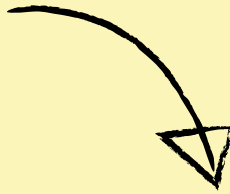


## Descriptive Modeling //



Uncovers shared similarities in historical data to determine reasons behind success or failure

## The Process of Data Mining



## What sectors are using Data Mining?



Media and Technology

Banking



Insurance

Retail



Manufacturing

Education



## Predictive Modeling //



Goes deeper to classify events in the future or estimate unknown outcomes



## Prescriptive Modeling //



Looks at external and internal variables and constraints to recommend one or more courses of action

## Data Mining Software Companies

**talend**



## Careers in Data Mining

- Data Analyst
- Data Scientist
- Software Engineers
- Data Entry Specialist
- IT Specialist

Average Salary: \$65,000