

# Data Analysis

## Management Information Systems

13



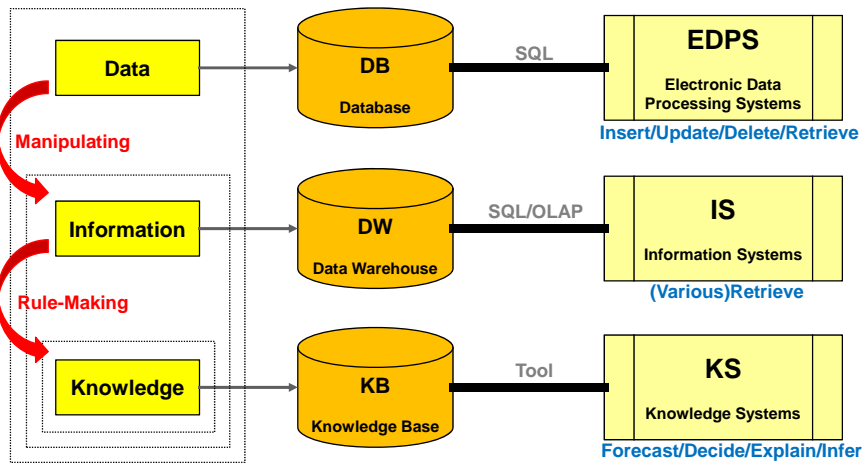
- 166137-01+02
- Management Information Systems
- Spring 2014
- Sync Sangwon Lee, Ph. D
- D. of Information & Electronic Commerce
- WONKWANG University

## 00. Contents

- 01. Data Analysis
- 02. Data Mining
- 03. Social Network Analysis

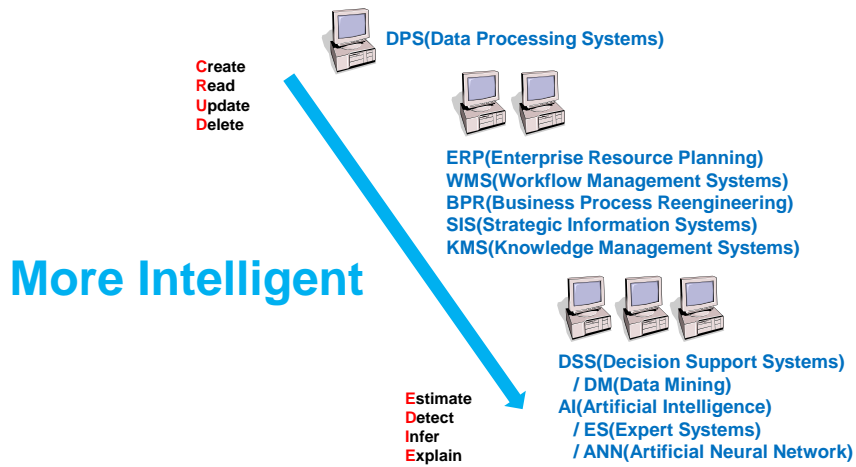
# 01. Data Analysis

- Data vs. Information vs. Knowledge



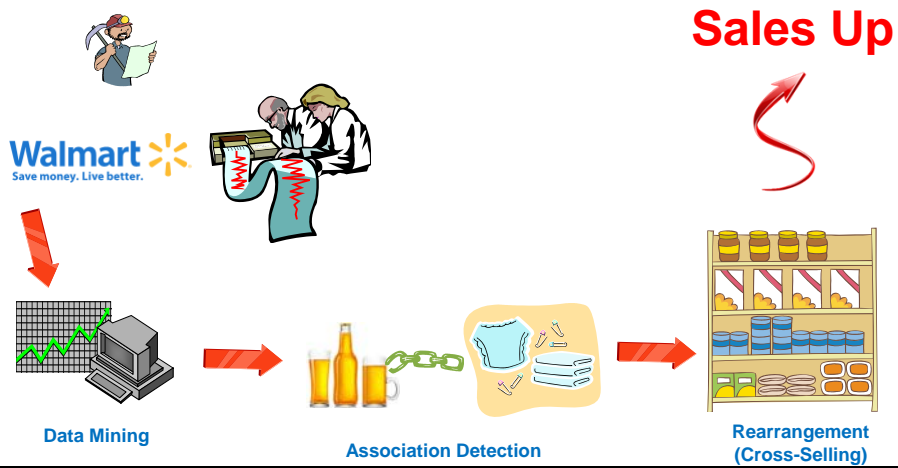
# 01. Data Analysis

- Data vs. Information vs. Knowledge



## 02. Data Mining

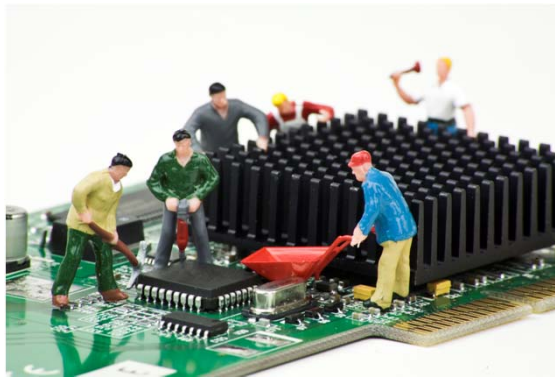
- Case of Data Mining (Walmart)



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## 02. Data Mining

- Data Mining
  - Sequential process to extract useful knowledge from large data by exploring and finding out relationships, patterns, rules, and so on

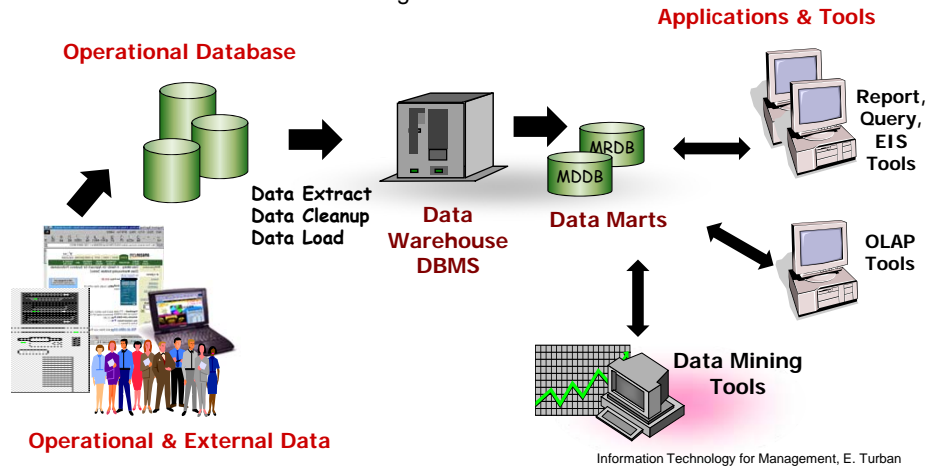


<http://www.medialawmonitor.com>

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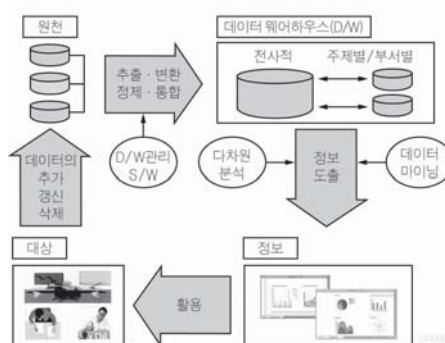
## 02. Data Mining

- General Procedure of Data Mining



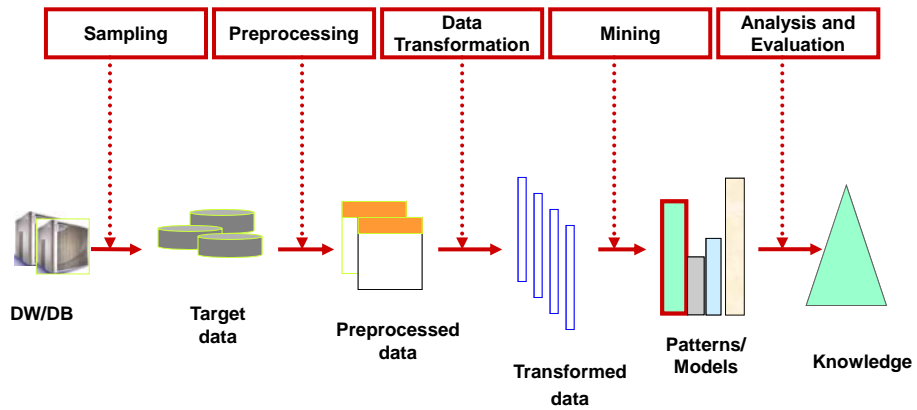
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- General Procedure of Data Mining



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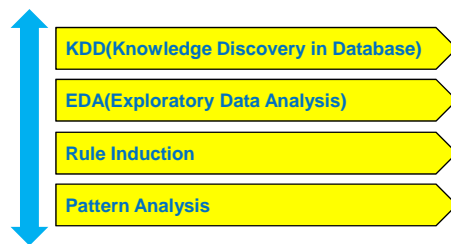


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## 02. Data Mining

- Related Terms of Data Mining

### Related Terms of DM

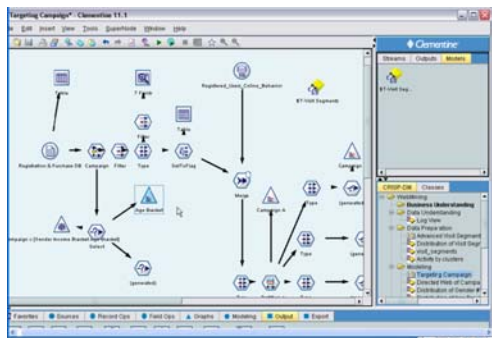
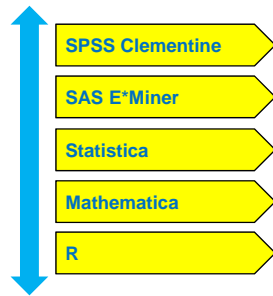


<http://orb.essex.ac.uk>

## 02. Data Mining

- Tools of Data Mining

### Tools of DM

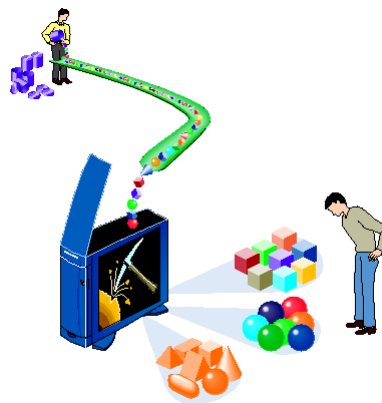
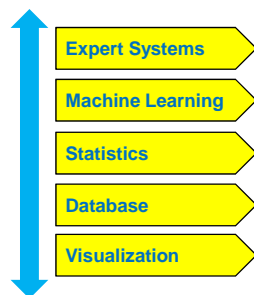


<http://www.emeraldinsight.com>

## 02. Data Mining

- Fields of Data Mining

### Fields of DM

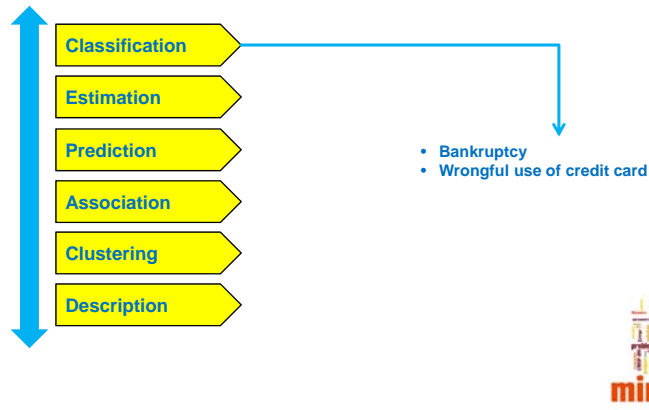


<http://techpubs.sgi.com>

## 02. Data Mining

- Application Problems of Data Mining

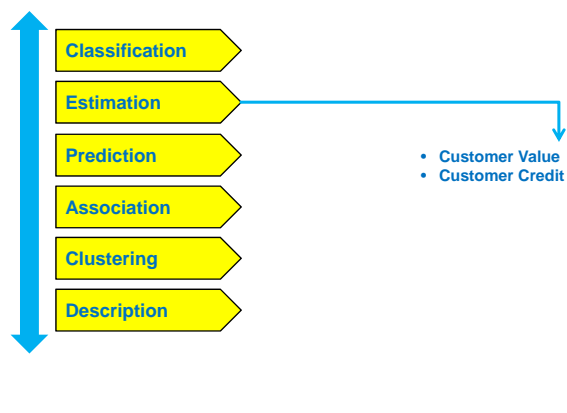
### Application Problems of DM



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- Application Problems of Data Mining

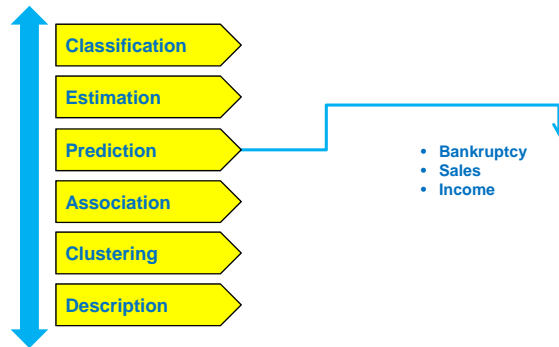
### Application Problems of DM



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- Application Problems of Data Mining

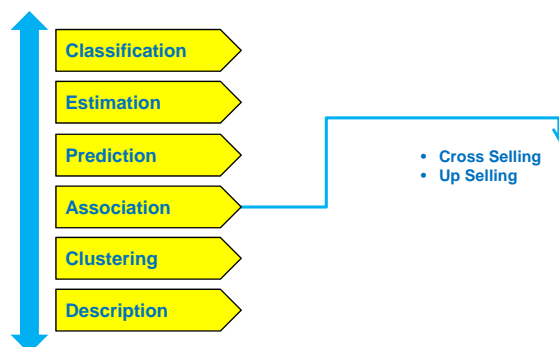
### Application Problems of DM



## 02. Data Mining

- Application Problems of Data Mining

### Application Problems of DM

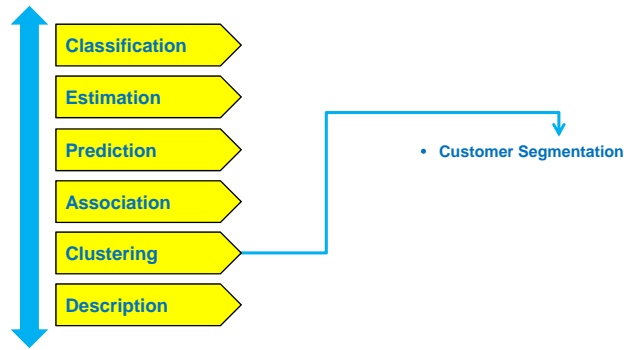




## 02. Data Mining

- Application Problems of Data Mining

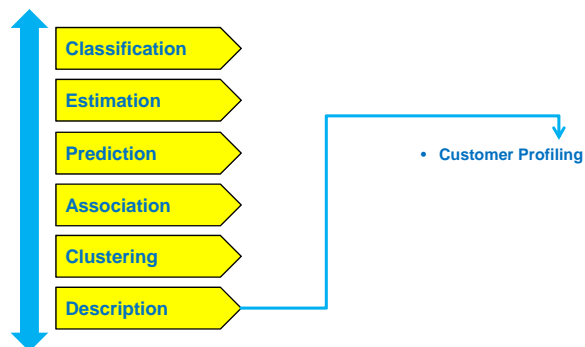
### Application Problems of DM



## 02. Data Mining

- Application Problems of Data Mining

### Application Problems of DM



## 02. Data Mining

### • Applications of Data Mining

#### Applications of DM



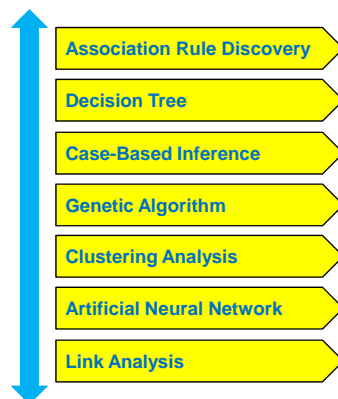
- Customer Segmentation
- Analysis of Seccession Customers
- Fraud Detection
- Direct Marketing
- Market Basket Analysis
- Trend Analysis



## 02. Data Mining

### • Techniques of Data Mining

#### Techniques of DM



- Market Basket Analysis

- Cluster Detection

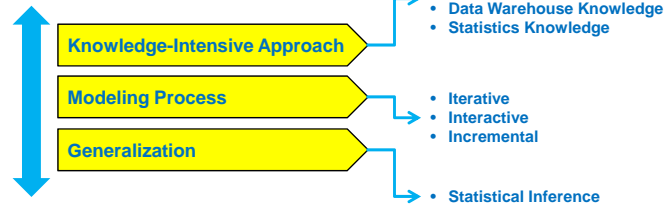
- Social Network Analysis



## 02. Data Mining

- Characteristics of Data Mining

### Characteristics of DM

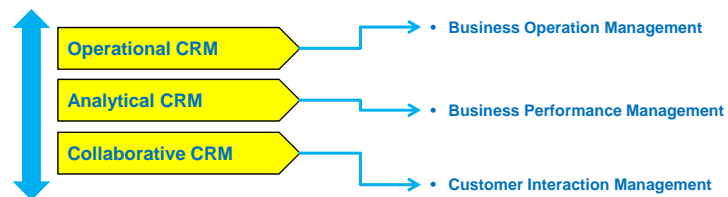


<http://www.depositphotos.com>

## 02. Data Mining

- Data Mining and Customer Relationship Management

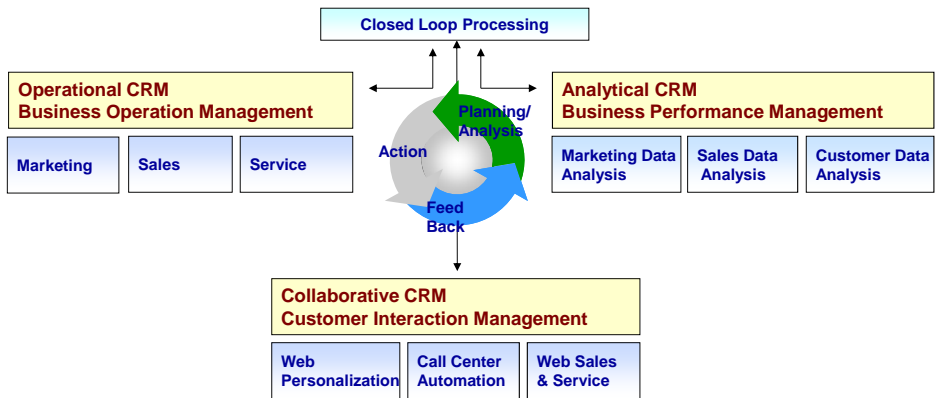
### Types of CRM



<http://www.impactlearning.com>

## 02. Data Mining

- Data Mining and Customer Relationship Management



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