

# DATA MINING

ARTIFICIAL INTELLIGENCE  
CENTER INDONESIA

## Introduction to Knowledge Discovery in Databases

1. Introduction to Knowledge Discovery in Databases
2. Introduction and Objectives
3. Definition of Knowledge Discovery in Databases
4. Techniques in Knowledge Discovery in Databases
5. Process in Knowledge Discovery in Databases

## Introduction to Data Mining

1. Introduction and Objectives
2. Definition of Data Mining
3. Styles of Learning
4. Advantages in Data Mining
5. Disadvantages in Data Mining
6. Data
7. Information and Knowledge
8. Data Warehouses
9. Decision Tree Learning

## Minable Data

1. Introduction and Objectives
2. Types of Data Studied in Data Mining
3. Minable Information



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## Visualizing Data Patterns

1. Introduction and Objectives
2. Introduction to Visualizing Data Patterns
3. Orienteering
4. Why Visualize?
5. Trusting a Model
6. Understanding a Model

## Data Mining Process

1. Introduction and Objectives
2. What Can Data Mining Do?
3. Types of Data Sets
4. Data Mining Process
5. Process Flow
6. Conclusion

## Data Mining Tools

1. Introduction and Objectives
2. Introduction to Tools
3. Data Mining Tools
4. Data Mining Techniques



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## Usefulness and Future of Data Mining

1. Introduction and Objectives
2. Usefulness of Data Mining
3. Basket Analysis
4. Sales Forecasting
5. Database Marketing
6. Merchandise Planning
7. Card Marketing
8. Call Detail Record Analysis
9. Customer Loyalty
10. Marketing Segmentation
11. Product Production
12. Warranties
13. Future of Data Mining



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