Abstract

Data mining is the extraction of hidden predictive information from large data bases. Data mining is used to increase revenues and reduce costs. Data mining finds patterns and correlations or relationships in data by using sophisticated techniques. In today’s society of high demanding customers, increasing competitiveness and in order to avoid the initial investment of gathering a data without being certain that it will be successful. A customer-focused approach will discover customer’s preferences, needs and behavioral characteristics. The current approach is described for data development in share market to find the correlations between the customer feelings or perceptions and the physical characteristics of a data. Stock Market is an organized set-up with a regulatory body and the members who trade in shares are registered with the stock market and regulatory body SEBI. The stock market is also called the secondary market as it involves trading between two investors and its often considered the primary indicator of a country's economic strength and development. The NSE is the largest stock exchange in India in terms of daily turnover and number of trades, for both equities and derivative trading.
A review on Data Mining Applications to the Performance of Stock Marketing

Reference

Index Terms
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Key words
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