Abstract

Data mining is a process that explores and analyses large data sets in order to discover meaningful patterns. Clustering is a main task of exploratory data analysis and data mining applications. Clustering is the task of grouping a set of objects in such a way that objects in the same group (called a cluster) are more similar to each other than to those in other groups (clusters). Clustering has wide applications in the field of medicine, business and marketing, World Wide Web, computer science, social science, educational data mining, climatology and many more. This paper mainly presents an overview of types of clustering techniques and some of the applications of data mining where clustering techniques can be applied. The main goal of clustering is to produce a good and high quality clusters that depends mainly on the similarity measure which has the ability to discover some or all hidden patterns and also make the analysis of data easy.


3. Applications, Cluster analysis: https://en.wikipedia.org/wiki/Cluster_analysis#Applications


7. Qi Liu, Enhong Chen, Senior Member, IEEE, Hui Xiong, Senior Member, IEEE, Yong Ge, Zhongmou Li, and Xiang Wu," A Cocktail Approach for Travel Package Recommendation”, IEEE Transactions on Knowledge and Data Engineering, Vol. 26 ,No.2, pp. 278-293, February 2014.


**Index Terms**

Computer Science  
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**Keywords**

Data mining, Clustering, Clustering Techniques, Applications, K-Means Clustering