Abstract

In the internet world data is on the rise. The data which emerges from the internet is huge and highly unstructured. This data can be arranged in sophisticated manner by applying various data mining techniques. This paper focuses on a number of data and text mining techniques. These techniques are applied in highly complex business problems to extract chunks of information from data which at first sight seem to have no meaning. In an uncertain and highly competitive business environment, efficiency and speed are not the only deciding factor for a business to excel. Apart from business in particular, data mining is applied in fields including weather forecasting, health and other fields where managing data is a top priority.

References


**Index Terms**

Computer Science Information Sciences

**Keywords**

Association, Classification, Neural networks, Decision Trees.