Diploma, Anna University-UG, PG., HSC & SSLC

Notes　　　　　　　　　　　　　　　　Available @
Syllabus
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BA5021 DATAMINING FOR BUSINESS INTELLIGENCE

DETAILED SYLLABUS

OBJECTIVES

- To know how to derive meaning form huge volume of data and information
- To understand how knowledge discovering process is used in business decision making

UNIT I INTRODUCTION

Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing BI

UNIT II DATA WAREHOUSING

Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design

UNIT III DATA MINING TOOLS, METHODS AND TECHNIQUES

Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association rules-Genetic algorithms and link analysis, Support Vector Machine, Ant Colony Optimization

UNIT IV MODERN INFORMATION TECHNOLOGY AND ITS BUSINESS OPPORTUNITIES

Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team.

UNIT V BI AND DATA MINING APPLICATIONS

Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical.

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5. Michel Berry and Gordon Linoff, Mastering Data mining, John Wiley and Sons Inc, 3nd Edition, 2011

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