Road map of Data Management

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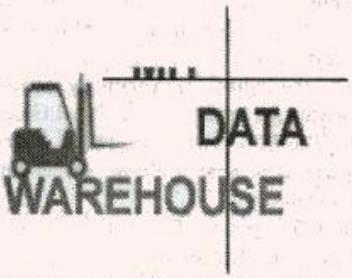


DATA WAREHOUSE

"Information is the lifeblood of any organization. President Jackson said , "How can we continue with our planning process if we don't have all the information readily available to us?" . Executives and decision-makers often need information to chronicle the past, describe current circumstances, and anticipate the future.

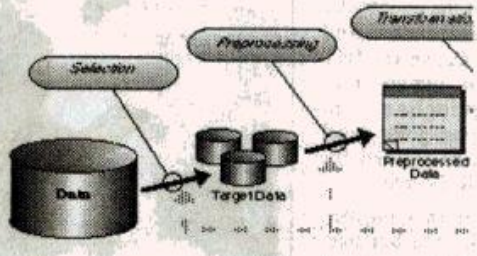
Frequently, the data to be mined is first extracted from an enterprise data warehouse into a data mining database or data mart. There is some real benefit if our data is already part of a data warehouse. If people can get data easily, they will spend less time gathering information and more time analyzing it. Having information from several different sources allows people to create reports easily. First, it will improve data quality over time. As people use the data, errors can be corrected as they are found. Additionally, using the information for more purposes will help us improve the design of our systems in the future, so that we will have the information that we need on hand.

Let us know about data warehouse:

Used to support forecasting and decision-making processes across the enterprise, a data warehouse acts as a centralized repository of an organization's data, ultimately providing a comprehensive and homogenized view of the organization

What data exists within a data warehouse?

Such an import schedule should be sufficient since the data warehouse is used primarily for reporting and analyzing relatively large volumes of historical data in an effort to decide what to do in the future



DATA MINING

Data mining: in brief

Don't miss this chance to learn how industry leaders are taking their data through discovery to decisions ! Whether you are in the public or the private sector, critical issues face your organization today - and data mining can make the difference.

Database today can range in size into the terabytes -- more than 1,000,000,000 bytes of data. Within these masses of data lies hidden information of strategic importance. But when there are so many trees, how do you draw meaningful conclusions about the forest.

The first and simplest analytical step in data mining is to describe the data - summarize its statistical attributes (such as means and standard deviations), visually review it using charts and graphs, and look for potentially meaningful links among variables (such as values that often occur together).

The amount of information stored in databases is exploding. From zillions of point-of-sale transactions and credit card purchases to pixel-by-pixel images of galaxies, databases are now measured in gigabytes and terabytes. Computer techniques are now being developed to assist analysts in their work Data mining, or knowledge discovery, is the computer-assisted process of digging through and analyzing enormous sets of data and then extracting the meaning of the data nuggets. Data mining used both to describe past trends and to predict future trends.

Data mining: What it can't do

Data mining is a tool, not a magic wand. It won't sit in your database watching what happens and send you e-mail to get your attention when it sees an interesting pattern. Data mining will not automatically discover solutions without guidance. Data mining does not replace skilled business analysts or managers, but rather gives them a powerful new tool to improve the job they are doing.