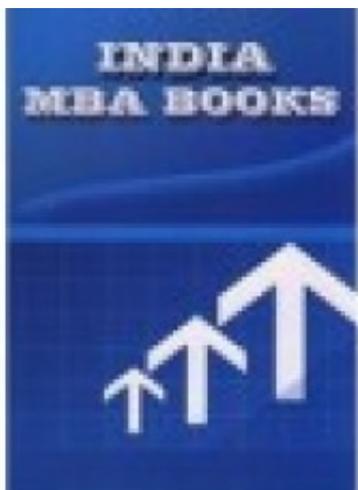# Fundamentals of Data Mining

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Fundamentals of Data Mining

UNIT-I
Introduction to Data Mining: basic concepts in data mining, machine learning, scientific methods, theoretical basis of data mining process, data measurement, exploratory data analysis, data visualization, measurement of data similarity and dissimilarity.
UNIT-II
Data Pre-processing: overview, data cleaning, data integration, data reduction, data transformation and data discretization; Data Warehouse and Online Analytics Processing: data warehouse, data cube and OLAP, data warehouse design and usage; Data Cube Technology- data cube computation, and its methods.
UNIT-III
Principles of Data Mining: predictive modelling- classification and regression, model fitting as optimization, evaluation of predictive performance, over fitting, regularization; clustering and pattern detection.
UNIT-IV
Text Mining: information retrieval and search, text classification, unsupervised learning; Web Data Analysis: Web data- collection and interpretation, analysing user browsing Behaviour, learning from click through data, predictive modelling and online advertising, link analysis and the PageRank algorithm. Social Network Analysis: descriptive analysis of social networks, network embedding and latent space models, network data over time: dynamics and event-based networks link prediction.

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