

Data Analysis using Data mining Techniques as K Means and Apriori Algorithms

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Abstract: *Data is major concern in today's digitized world. Data mining is an important method to increase efficiency, discover hidden (novel), useful, valid and understandable knowledge from a massive database. It is the process of analysing data from different perspective and summarizing the data into a useful identical format of information that can be used to predict future trends or performances. The ultimate goal of data mining is to recognize pattern full information and predictions. The most famous algorithms are K means and Apriori algorithms. Such algorithms were created to extract what is called nugget of knowledge from large sets of data. There are several different methodologies to approach this problem: classification, association rule, clustering etc.*

Keywords: Data mining, K means algorithm, apriori algorithm

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