ROLE OF DATA MINING IN WEB INTELLIGENCE: A REVIEW

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Abstract: The process of knowledge discovery in databases, often also called data mining, is first important step in knowledge management technology. End users of these tools & systems are at all levels of management operative workers & managers. And these are their demands on processing & analysis of data & information that affect development of these tools. Big data is a term for data sets that are so large or complex that traditional data processing applications are inadequate. The challenges consist of analysis, data curing, capture, search, storage, sharing, transfer, visualization, and querying and information privacy. Soft computing is use of inexact solutions to computationally hard tasks such as solution of NP-complete problems, for which there is no known algorithm that could compute an exact solution in polynomial time.

Keywords—Data mining, web mining, web intelligence, knowledge discovery, fuzzy logic, clustering

[1] INTRODUCTION

Data mining the analysis step of "Knowledge Discovery in Databases" process, or KDD, an interdisciplinary subfield of computer science, is computational process of discovering patterns in large data sets involving methods at intersection of artificial intelligence, machine learning, statistics, & database systems. Overall goal of data mining process is to extract information from a data set & transform this into an understandable structure for further use. Aside from raw analysis step, this involves database & data management aspects, data pre-processing, model & inference considerations, interestingness metrics, complexity considerations, post-processing of discovered structures, visualization, & online updating.
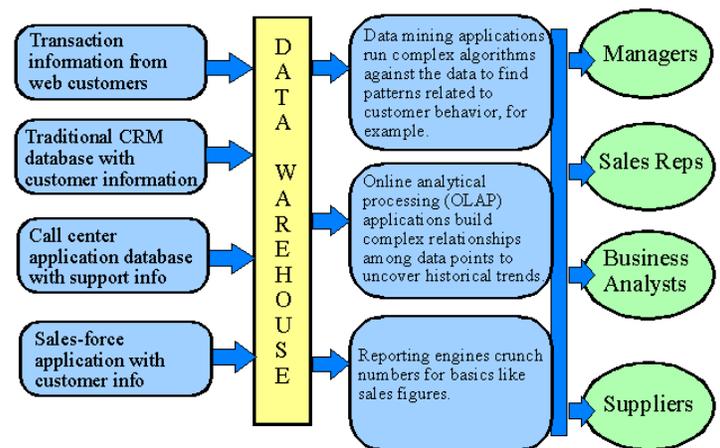

Fig 1 Data Mining process