

## **Technical Club: Data mining & Warehousing**

### **Technical back ground and utility of the club**

The Club would focus largely on the data mining methods development and applications, with an eye on recent developments in data warehousing technologies. Data Mining can be defined as the process of getting hidden information from the piles of databases for analysis purposes. Data Mining is also known as Knowledge Discovery in Databases (KDD). It is essentially extraction of data from large databases for some specialized work.

Data Mining has great importance in today's highly competitive business environment. A new concept of Business Intelligence data mining has evolved now, which is widely used by leading corporate houses to stay ahead of their competitors. Business Intelligence (BI) can help in providing latest information and used for competition analysis, market research, economical trends, consumer behaviour, industry research, geographical information analysis and so on. Business Intelligence Data Mining helps in decision-making.

Data Mining applications are widely used in direct marketing, health industry, e-commerce, customer relationship management (CRM), FMCG industry, telecommunication industry and financial sector.

Data mining is available in various forms like text mining, web mining, audio & video data mining, pictorial data mining, relational databases, and social networks data mining.

The association with this club will create interest of students in this technological domain and inspire their creativity to innovate through practical learning and application oriented mindset. Undoubtedly, this is the aspect mainly seen in the engineering profession and thus definitely boost the career prospects and employability. With competence in this domain, students could positively look for exciting career in IT Industry and Premier Research Organizations like ; ISRO, DRDO, etc.

### **Activities to be considered under the club :**

The activities of the club have been well formulated to develop interest and competence of the students in the related technologies with emphasis on application aspects of the concepts. Following activities have been considered ;

- Learning through technical magazines and journals
- Development of data mining methods and applications, with an eye on recent developments in data warehousing technologies
- Paper writing & presentation
- Quiz and group discussions on the club theme related topics
- Conduction of Workshops and practical training sessions
- Interaction with eminent industrial and academic experts in the domain of club theme
- Industrial and institutional tours
- Considering industrial R&D projects in the domain of club theme