CONTENTS

Ι	DATA WAREHOUSE	1
	1.1. What is Data Warehouse?	1
	1.2. Differences between Operational Database Systems and Data	3
	Warehouses	
	1.3. Data Warehouse Characteristics	4
	1.4. Data Warehouse Architecture	6
	1.5. A Multidimensional Data Model	16
	1.6. Stars, Snowflakes, and Fact Constellations	16
	1.7. Measures: Three Categories	19
	1.8. OLAP Operations on Multidimensional Data	19
	1.9. Types of OLAP Servers: ROLAP Versus MOLAP Versus HOLAP	21
	1.10.Data Warehouse Implementation	21
II	DATA MINING	26
	2.1. What Motivated Data Mining? Why is it Important?	26
	2.2. What is Data Mining?	26
	2.3. Knowledge Discovery of Data (KDD)	27
	2.4. Data Mining Functionalities/Data Mining Tasks: What Kinds of	32
	Patterns can be mined?	
	2.5. Classification of Data Mining Systems	39
	2.6. Data Preprocessing	43
[ASSOCIATION RULES	49
	3.1. Basic Concepts and a Road Map	49
	3.2. Association Rule: Basic Concepts	50
	3.3. Efficient and Scalable Frequent Item Set Mining Methods	51
	3.4. Apriori property & The Apriori Algorithm	51
	3.5. The Apriori Algorithm	52
	3.6. The Method that Mines the Complete set of Frequent Item Sets	53
	Without Generation	
	3.7. Mining Various Kinds of Association Rules	55
	3.8. Support and Confidence Measures	56

UNIT

III

	3.9. Maximal Frequent Itemset	59
	3.10. Closed Itemset	59
IV	CLASSIFICATION AND PREDICTION	60
	4.1. What is Classification? What is Prediction?	60
	4.2. Classification—A Two-Step Process	60
	4.3. Issues Regarding Classification and Prediction	62
	4.4. Classification Techniques	63
	4.5. Classification by Decision Tree Induction	63
	4.6. Bayesian Classification	67
	4.7. Bayesian Belief Network	69
	4.8. Lazy Learners	71
V	CLUSTER ANALYSIS	72
	5.1. What is Cluster Analysis?	72
	5.2. What Is Good Clustering?	73
	5.3. Evaluation of Clustering Algorithm: Type of Data in Clustering	73
	Analysis	
	5.4. Partitioning Algorithms: Basic Concept	77
	5.5. Hierarchical Clustering	81
	5.6. Agglomerative Hierarchical Clustering	83
	5.7. Hierarchical and Non-Hierarchical Clustering	85
	5.8. Outlier Detection	89
	APPLICATIONS OF EACH UNIT	