

# Principles of data mining

Technology, Information Technology



KXEN provides automated data mining for high productivity model building. It focuses on expanding the use of data mining within analysts, making them more productive and more responsive to business needs, as well as among business consultants with no particular knowledge of statistics. What differentiates KXEN from other vendors is text analytics, sentiment analysis, social network analysis, time-series analysis, support for a respectable range of statistical algorithms and support for a wide range of model quality metrics and variable selection techniques.

IBM SPSS, Inc; provides a statistical software that let users integrate market place and enterprise data to come up with a decision making a guide.

Management Intelligent Technologies GmbH: its main product is Data Engine which is an Interface to Lab View and Bridge View. Data engine software deals with fuzzy rules, fuzzy clustering, neural networks, and fuzzy neural systems are offered in combination with mathematics, statistics and signal processing.

Partek Incorporated - Pattern recognition software used in life sciences and engineering for gene expression (microarray) and drug design.

**IMPORTANCE OF DATA MINING TO INDUSTRIAL ENGINEERS.** With a wide use of computers in the industrial field, a lot of data related to industrial processes is being generated every day. In respect to this bulky data, there is an urgent need for developing new mathematical methods related to modeling, optimization, decision, and schedule that fully exploit the data. Data mining software has greatly come in handy to help engineers in the

industries solve this problem through current mathematical fundamentals and algorithms of data mining.