

Vasavi College of Engineering
Ibrahimbagh, Hyderabad-31
Department of Computer Science & Engineering

A Report on “**DATA MINING and its Applications in Industry**”

by Siddhartha Jain, conducted on February 22nd, 2014

(Conducted under- Co-Curricular Activity)

A Guest Lecture on “**DATA MINING and its Applications in Industry**” was delivered by, **Mr. Siddharth Jain, Senior Application Developer, Oracle India Private Limited** on February 22nd, 2014 for the students of M.Tech (CSE) II-Sem & IV-Sem.

The speaker is well known industrialist with 3+ years of global professional career in the field of Database Management.

The objective of the session was to convey the applications of Data Mining, and ease the task of identifying the problems in Data Mining & to deal them during project course.

The session started off with the brief introduction to Data Mining concepts including classification, clustering and association analysis.

The speaker was inclined towards usage of classification algorithms for prediction in customer behavior analysis.

Session was also focused on the importance of mathematics in formulating the data mining algorithms.

The speaker has demonstrated SQL MINER to solve some example problems such as analysis of IRIS data, Sales data etc to the gathered students audience in the hall.

Speaker has utilized the platform to share his project work carried by him during masters in technology course.

Students felt the session to be very informative in regard to basic instructions to be followed to evaluate while selecting a problem as project.

