

ADVANCE DATABASE MANAGEMENT SYSTEM

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Need of Advance DBMS

- **DBMS** and **advanced DBMS** are not two different things, but we learn advanced concepts of DBMS and those concepts are called as advanced DBMS.

Data Warehousing and Mining



- A data warehouse is a technique for collecting and managing data from varied sources to provide meaningful business insights. It is a blend of technologies and components which allows the strategic use of data.
- Data Warehouse is electronic storage of a large amount of information by a business which is designed for query and analysis instead of transaction processing. It is a process of transforming data into information and making it available to users for analysis.
- Data mining is looking for hidden, valid, and potentially useful patterns in huge data sets. Data Mining is all about discovering unsuspected/ previously unknown relationships amongst the data.



Data Warehousing & Data mining

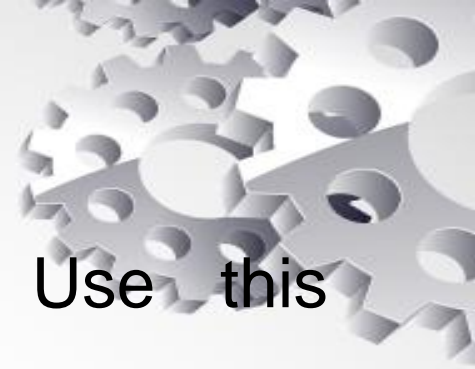


Why use Data Warehouse?

- Integrates many sources of data and helps to decrease stress on a production system.
- Optimized Data for reading access and consecutive disk scans.
- Data Warehouse helps to protect Data from the source system upgrades.
- Allows users to perform master Data Management.
- Improve data quality in source systems.

Why use Data mining?

- Establish relevance and relationships amongst data. Use this information to generate profitable insights
- Business can make informed decisions quickly
- Helps to find out unusual shopping patterns in grocery stores.
- Optimize website business by providing customize offers to each visitor.
- Helps to measure customer's response rates in business marketing.
- Creating and maintaining new customer groups for marketing purposes.
- Predict customer defections, like which customers are more likely to switch to another supplier in the nearest future.
- Differentiate between profitable and unprofitable customers.
- Identify all kind of suspicious behavior, as part of a fraud detection process.





Thankyou