JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

MBA III Semester	**L**	**T**	**P**	**C**
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(17E00319) DATA WAREHOUSING AND MINING

(Elective IV)

Objective: The objective of the course is to give an understanding Data Warehousing and Data Mining concepts.

1. Managing Data: Individual Data Management, Organisational Data Warehousing and Data Management, Components of Organisational Memory, Evaluation of Database Technology.

2. Database Systems in the Organisation: Data Sharing and Data Bases – Sharing Data Between Functional Units, Sharing Data Between Different Levels of Users, Sharing Data Between Different Locations.

3. The Data Warehouse Data Base: Context of Data Warehouse Data Base, Data Base Structures – Organizing Relational Data warehouse – Multi-Dimensional Data Structures – Choosing a Structure. Meta Data: Human Meta Data, Computer Based Meta Data for people to use, Computer based Meta Data for the Computer to use.

4. Analyzing the Contexts of the Data warehouse: Active Analysis, User Queries – OLAP Constructing a Data warehouse System: Stages of the Project – Developing a Project Plan, Data warehousing Design Approaches – The Architecture Stage.

5. Getting Data into the Data warehouse – Extraction, Transformation, Cleaning, Loading and Summarization. Data Mining, Creating a Decision Tree, Correlation and Other Statistical Analysis, Neural Networks, Nearest Neighbor Approaches, Putting the Results to Use.

Text Books :

- Data Mining – Concepts and Techniques - Jiawei Han &MichelineKamber, Morgan Kaufmann Publishers, 2nd Edition, 2006.
- Data Mining Introductory and advanced topics –Margaret H Dunham, Pearson education

References:

- Decision Support Systems and Data warehouse Systems, Efram G. Mallach: TMH.
- Data Mining Techniques and Tasks, T.H.M.Sivanandam, Thomson.
- Data Management, Data Bases and Organizations, Richard T Watson : Wiley.
- Modern Data Warehousing, Mining and Visualization Core Concepts, Marakas, Pearson
- Data warehousing, Data Mining OLAP, Berson Smith, TMH