

# Why Mine Data

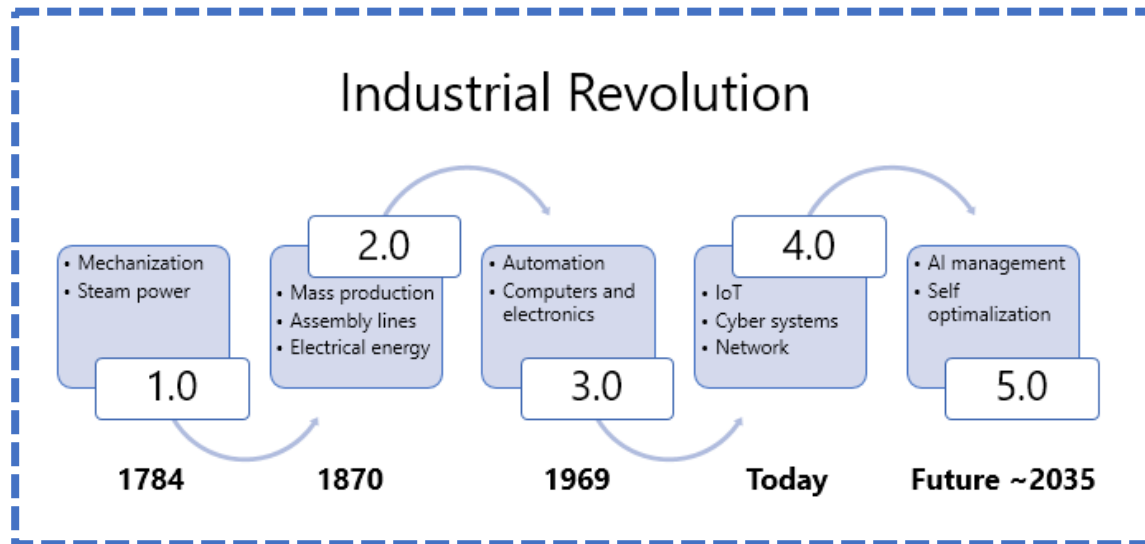
## Data Mining 101 Introduction

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# Industrial Revolution



## Why Mine Data

We are drowning in data, but starving in knowledge

Lots of data is being collected and warehoused

- Business: Web, e-commerce, transactions, stocks
- Science: Remote sensing, bioinformatics, scientific simulation
- Society and everyone: news, Youtube (social medias)

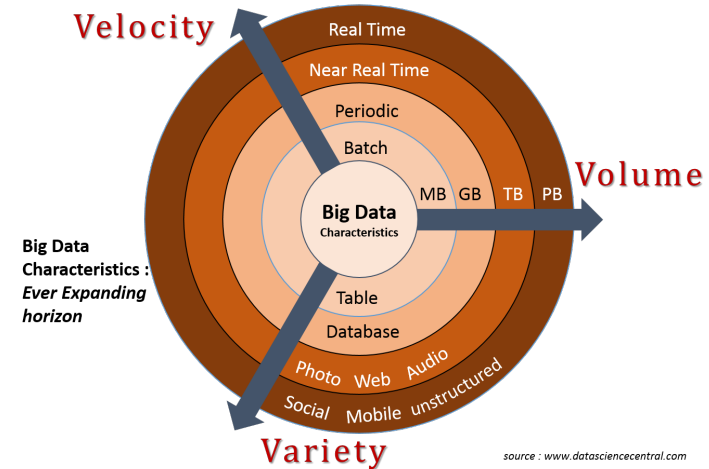
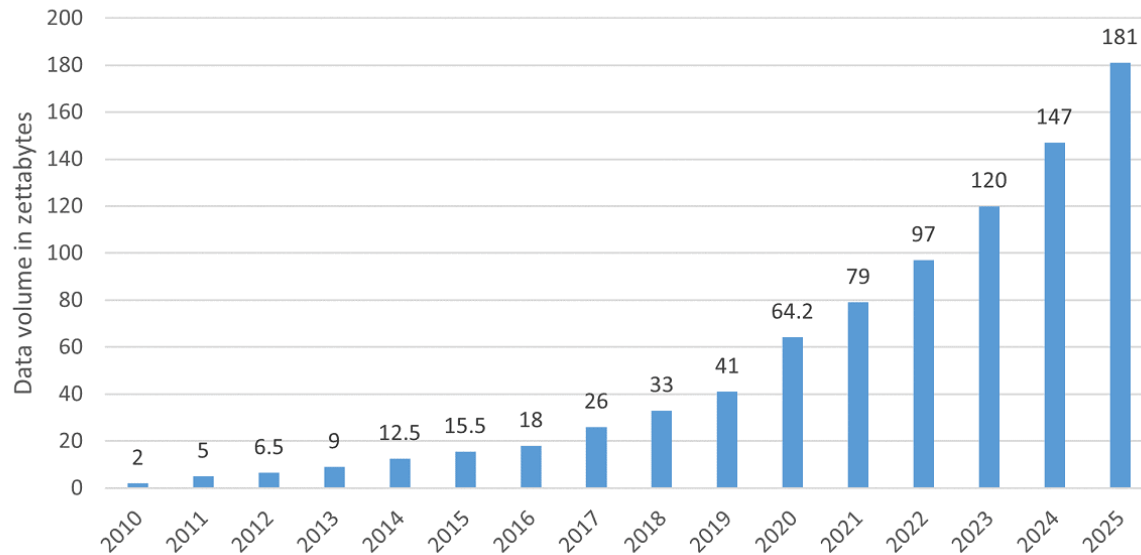


Source: Orman, L, 2017



# Why Mine Data

Volume of data created and replicated worldwide (source: IDC)



- ❖ Data is collected and stored at enormous speeds (GB/hour). E.g.
  - remote sensors on a satellite
  - telescopes scanning the skies
  - scientific simulations generating terabytes of data
- ❖ Very little data will ever be looked at by a human
- ❖ Knowledge Discovery is **NEEDED** to make sense and use of data.



# Terima Kasih!

