

DATA MINING ADVANTAGES & DRAWBACKS

DATA MINING



ADVANTAGES



EXPEDITED
DECISION-MAKING

PRECISE
FORECASTS

REDUCES
COST

ENHANCED
CUSTOMER EXPERIENCE

DISADVANTAGES



LIMITATIONS
OF BIG DATA

OVER-FITTING
IN MODELS

SCALABILITY
ISSUE

SAFETY
& RELIABILITY



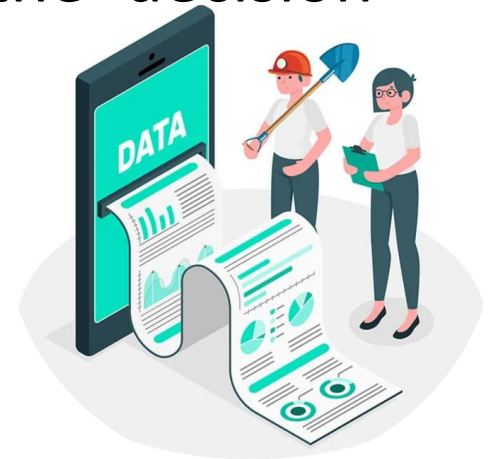
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Advantages of Data Mining

Expedited Decision-Making

Data mining is a mechanical process that allows continuous analysis of data, and this automates the whole process. Without the need for any human interference, critical decisions can be made quickly on the basis of the data analyzation results. This also streamlines the decision-making process.



Advantages of Data Mining

Precise Forecasts

Data Mining aids in the process of planning in every organization. With accurate predictions based on past trends as well as the current ones of the organization, data mining equips planning managers to make better decisions and lay out a more productive planning plan.

Advantages of Data Mining

Reduces Cost

Data Mining helps in a more efficient allocation of the resources in an organization. Simply because a lot of work is automated with precise predictions, there is a reduction in the cost of that data research. It improves employee satisfaction within the organization, reducing a lot of workload, and this saved energy can be used in better planning strategies for the organization.

Advantages of Data Mining

Enhanced Customer Experience

When organizations run data mining models, it greatly improves the customer experience because of personalized interactions. This happens on the basis of the unique characteristics and differences that flag each customer accordingly. The process is discovered through data mining.

Disadvantages of Data Mining

Limitations of Big Data

The humongous amounts of data that is being collected becomes a challenge to analyze because of inaccuracy in collected data and slowing down of data mining tools. It is the volume, variety, veracity, and velocity of data that challenges optimized data mining itself. It's difficult to manage the quality and quantity of the data that is being collected.



Disadvantages of Data Mining

Over-fitting in Models

This often happens in data-mining models where it starts pointing out fundamental errors instead of spotting the trends in a sample. Models tend to become very complicated with excessive independent variables. And too many of them restrict the model only to a known sample data.

Disadvantages of Data Mining

Scalability Issue

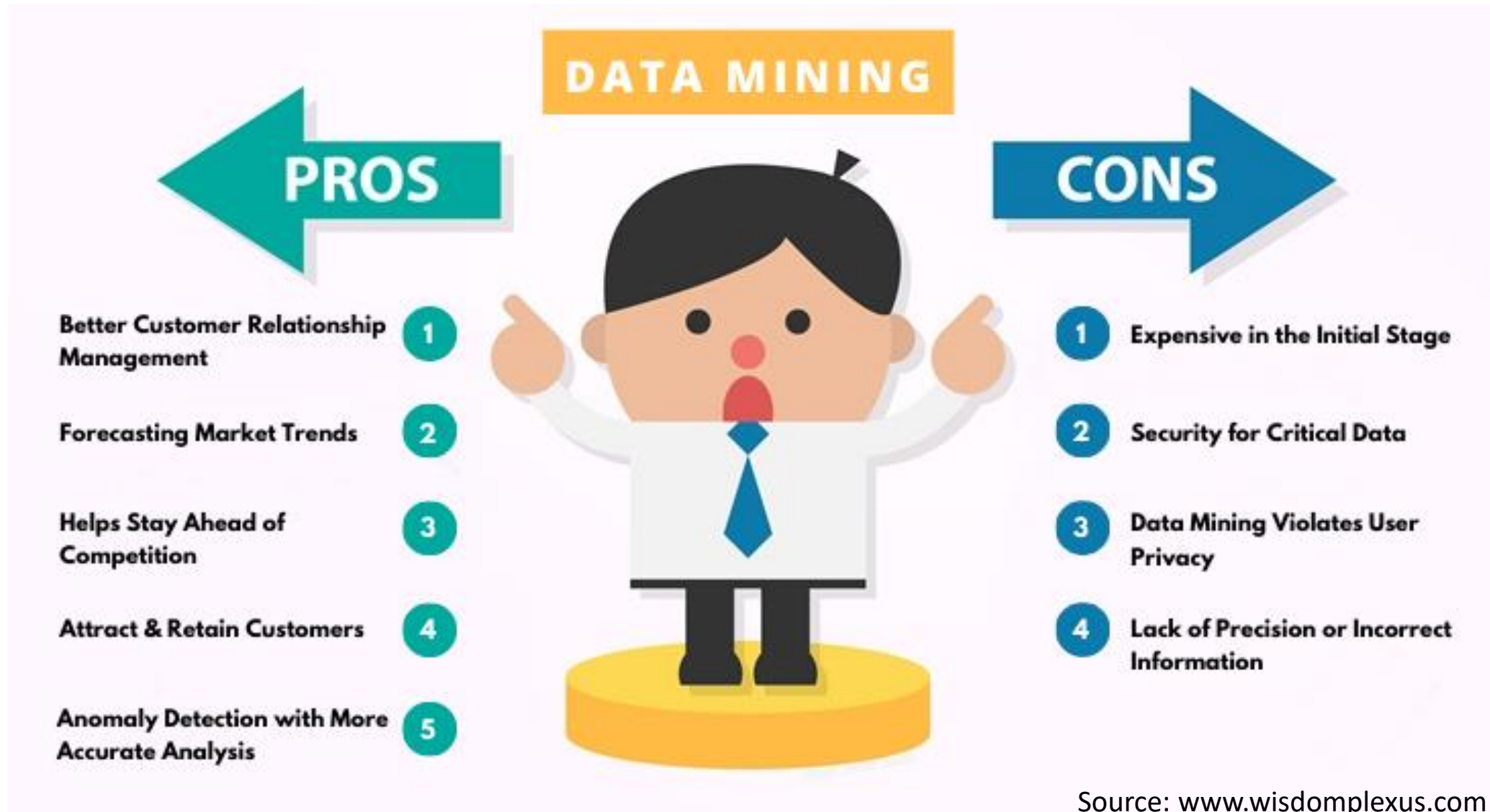
With growing data volume and variety, data mining models have to be scaled for accommodating it. This increases the cost of processing power as well as computing infrastructure. This overall elevates the monetary spending on handling the large quantity of organizational data.

Disadvantages of Data Mining

Safety & Reliability

An ever-increasing requirement for data-storage means that individuals and firms look for cloud computing and storage. However, the nature of such storage also creates a threat of data breach. Every organization works towards the security of collected data to maintain a trustworthy relationship with consumers.

The Other Pros & Cons of Data Mining





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