data mining

noun

Popularity: Bottom 30% of words | Updated on: 8 Apr 2018

Definition of DATA MINING

: the practice of searching through large amounts of computerized data to find useful patterns or trends

Recent Examples of DATA MINING from the Web

Equally important, Apple has invested heavily in building *data mining* tools that respect user privacy and attempt to anonymize and obfuscate user data in mathematically defensible ways.

> — Alex Salkever, *Fortune*, "Commentary: Apple Actually Cares About Users' Data. Facebook Could Learn a Lesson.," 27 Mar. 2018

The type of *data mining* reportedly used by Cambridge Analytica is fairly common, but is typically used to sell diapers and other products.

> — Barbara Ortutay And Anick Jesdanun, *chicagotribune.com*, "How Facebook likes could profile voters for manipulation," 19 Mar. 2018

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— *Washington Post*, "How Facebook likes could profile voters for manipulation," 19 Mar. 2018

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First Known Use of DATA MINING

1968

SEE WORDS FROM THE SAME YEAR

NEW! Time Traveler

Financial Definition of DATA MINING

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What It Is

Data mining refers to the systematic software analysis of groups of data in order to uncover previously unknown patterns and relationships.

How It Works

So called because of the manner in which it explores information, data mining is carried out by software applications which employ a variety of statistical and artificial intelligence methods to uncover hidden patterns and relationships among sets of data. For instance, a data mining program might be able to uncover a relationship between high sales volumes and poor weather conditions.

Why It Matters

Data mining software is able to perform complex calculations and analyses on sets of data in a very short time. For this reason, data mining is used by companies in strategic

planning.

Source: <u>Investing Answers</u>

Seen and Heard

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