**ADVANCED DATA MINING TECHNIQUES**

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**I INTRODUCTION**

Data mining is an essential component of knowledge discovery in computer science that tries to extract useful patterns and insights from massive data structures. Data mining procedures are used to evaluate and turn raw data into information that can be utilized to improve products and services, make better business decisions, and improve consumer experiences. Numerous fields employ data mining extensively. They are Healthcare, Education, Telecommunication, Classification, Criminal Investigation and Intrusion Detection. These tools aid businesses streamline processes, enhance customer satisfaction, lower risks, and make data-driven decisions. Despite the fact that there are many commercial data mining technologies accessible today, there are still several difficulties in this area.

Classification process analysis can be used to find important and pertinent data, as well as metadata. This method of data mining aids to categorize information into various categories. The clustering process is a mining method that aids to find information that are similar to each further. This aids in understanding the similarities and differences among the information. Regression analysis is a method for mining data that identifies and studies the relationships among variables. It can be used to determine the probabilities of a certain variable in light of the presence of additional variables. Association Rules method of data mining assists to discover the relationship among two and more Items. It finds an undiscovered outline within the established of data.

Outer detection is a particular kind of data mining method is the observations of data elements in the data that don't tie the outline expected or behavior. This technique is used in a wide range of areas like intrusion detection of fraud, fault detection, and so on. Outer detection can also be mentioned to as Outlier Analysis and Outlier mining. Sequential outlines is a technique of data mining aids to recognize or discover outlines or trends that are similar in transactions for a specific period. Mining prediction is a mix with further methods of data mining such as patterns that repeat, trends and clustering, classification, and more. Studies past events or events in a proper sequence to anticipate the outcome of a future event. Hence, it is an important component of the KDD process in data mining. The tracking of outlines is an essential method for data mining. It involves recognition and monitoring outlines or trends that are present in the data to draw predictions about business results. When an organization has identified trends for sales statistics, say it's time to consider making a decision to take advantage of that knowledge.

**II MARKET BASKET ANALYSIS**

Market basket analysis is a data mining approach that merchants employ to improve revenue by better understanding client buying habits. Large data sets, such purchase histories, are analyzed to recognize product groups and those that are more likely to be bought together. Retailers can utilize this technique to discover more about the preferences of their customers. Retailers can use this data to change the layout of their stores, which will simplify and speed up client shopping. The retailer may make necessary layout changes to the store based on this data to better understand client needs. It is possible to compare client data from numerous stores and from various demographic groups using different analytical techniques. Because it can assist merchants in recognizing customer behavior outlines and creating customized marketing strategies, data mining is crucial to Market Basket Analysis (MBA). Identifying cross-selling opportunities, anticipating consumer behavior, and optimizing pricing methods are a few popular applications. For instance, grocery companies utilize data mining to evaluate client purchasing outlines and find relationships among products. Pattern recognition and the prediction of probable defections provided by data mining enable customer retention. The Risk Assessment and Fraud departments also employ the data-mining methodology to spot erroneous or unusual activities.

The goal of market basket analysis is to determine the goods or groups of products that recurrently appear in obtaining transactions. Data collected from a market basket analysis can be fairly valuable; for occurrence, a supermarket could use it to restructure its layout by federation organized items that are commonly purchased organized and placing them close together. However, it can also be applied to rise the effectiveness of a marketing operation: related products shouldn't be encouraged at the same time. It would be imaginable to boost sales of only one of the related products while creating parallel sales growth for the further related products [1]. Xie et al [2] have proposed Market Basket Analysis Based on Text Segmentation and Association Rule Mining. Market basket analysis, which looks for associations among the products people collectively buy, is very useful in assisting trade markets with making scientific decisions. Maintaining a strong position in the market is always difficult for organizations in a world of competitive markets since it always depends on those companies' capacity for decision-making and comprehension of consumer behavior [3]. Market Basket Analysis, also known as association rule learning or affinity analysis, is essentially a data mining technique that is extensively utilized in the fields of marketing, nuclear science, education, and bioinformatics [4]. The Association Rule is the primary tool used in MBA [5] i.e., the IF, THEN construct. IF a client purchases bread, THEN he is expected to purchase Jam as well. These enable the prediction of client behavior trends. As a result, it is possible to put together specific offers with products that buyers are likely to purchase. As a result, the company's sales and revenue will rise automatically [6].

**III VARIOUS MARKET BASKET ANALYSIS METHODS**

Market Basket Analysis comes in three different Flavors. They are Descriptive, Predictive and Differential Market Basket Analysis.

**A Descriptive MBA**

The chief determination of this form of research is to comprehend customer behavior, including the most frequent item combinations and the products that are purchased in combinations. By using descriptive market basket analysis, retailers can more profitably put products in their stores by learning which products are commonly purchased organized.

**B Predictive MBA**

Market basket analysis that forecasts forthcoming consumptions based on historical buying patterns is known as predictive market basket analysis. In directive to make predictions about which items are most likely to be purchased together in the future, large volumes of data are estimated using machine learning algorithms. Retailers can utilize predictive market basket [6] research to make data-driven decisions regarding what products to stock, how to price them, and how to optimize shop layouts.

**C Differential MBA**

Analyzing competitors is benefited by this kind of analysis. To determine intriguing trends in consumer behavior, it equivalences purchase antiquities across outlets, seasons, two time periods, diverse days of the week, etc. [5]. With the aid of differential market basket analysis, retailers may adapt their marketing and sales strategies in response to changing consumer behavior.

**III SOCIAL MEDIA OPTIMIZATION**

SMO enables us to create a social network and engage with furthers as well as your consumers. We can also read further people's tweets and status updates to learn about their interests, preferences, and expectations. As we modify social media advertising, it is possible for us to target and retarget. For example, we may target individuals based on their region, education level, or even their purchase history and pages they have liked. It empowers us to reply swiftly to client inquiries and complaints regarding our product or service. We can immediately give appropriate data and handle problems to please our consumers. It enhances brand loyalty; for example, companies that are engaged on social media have more devoted consumers.

The use of social media sites to manage and improve an organization's messaging and online presence is known as Social Media Optimization (SMO). It may be used as a digital marketing approach to raise awareness of new products and services, engage with consumers, and neutralize potentially bad news. It is also used to improve a company’s or organization’s brand and online presence. Social media platforms have been used to raise awareness of new products and services and to assist businesses in connecting with customers. It enables us to deliver targeted visitors with social network updates and to create a social network and communicate with people and customers. We may also learn about further people's hobbies, preferences, and expectations by reading their tweets and status updates.

Further, SMO gives us a competitive advantage. We can approach potential clients before your competition. Today, more than 90% of companies use multiple social media platforms. Moreover, it assists us in increasing your sales through social media marketing. It is estimated that over 70% of business-to-consumer marketers have recruited consumers using Facebook. It broadens our consumer base, allowing the customers whom we didn’t know to locate us easily.

SMO is a method or collection of actions that aids in the rise of website traffic using social media sites such as Facebook, Twitter, LinkedIn, and Google+. A social media site is an online platform that allows us to engage with individuals from all over the world and develop social networks. We can use social media to do a variety of things, such as engage in debates, express your opinions, build a page to advertise your business, and so on. Social media are digital communication platforms that makes it possible to share text and multimedia content through online networks and communities. Social Media facilitate the conception and sharing of data, ideas, interests, and further forms of expression through virtual communities and networks. Social media groups can provide:

* a sense of belonging and community.
* access to support from like-minded individuals.
* an appreciation of different perspectives.
* reduced isolation.
* a monitored discussion environment.

Making anything like a design, system, or choice as entirely flawless, functional, or effective as is humanly feasible is known as optimization. specifically: the mathematical techniques used in this, such as determining the maximum of a function. Steps of Optimization are as follows:

* Define: The first step to is define the processes that require optimization.
* Measure: The second step is to measure and recognize how the process performs.
* Analyze: The third step is to analyze how you can optimize the process.
* Improve: The fourth step is to improve the process.

**A Social Media Optimization Instructions**

Recognize Your Social Media Goal line: The initial part of the development is to recognize the eventual box for building and optimizing social media accounts. For occurrence, if our area is to exploit the social media accounts to enhancement sales, we have to take necessary steps to growth it.

Fill Out the Profiles fully: once augmenting your social media pages is to block out your main profile folios opposite to back stating what our page is all about. In instruction to reach our board spectators, we have to make your shape observable in quest outcomes.

Use Hashtags: Hashtags are essential in social media platforms like Twitter and Instagram. Addition hashtags to the captions increases our probabilities of experience. Adding one or two hashtags per tweet is best practice. In fact, studies show that tweets with only one hashtag generate the most engagement.

Create Valuable Content That Solves Your Followers' Problems: Content is the key to our social media marketing success. People love things that provide value to them. Thus, our content, whether created or curated, should not be limited to plain promotional materials.

 Use Images: The right images can make a person notice us. This is something all brands need in order to increase engagement, especially with the enormous amount of content lining up in every user’s feed, fighting for attention.

Use Attention-Grabbing Headlines: Headlines matter and can make or break it when it comes to getting our followers to stop for a second look. Using negative words like “worst” and “never” can sometimes have better results compared to positive words.

Track the Progress: The only way to see if our social media accounts are properly optimized is by tracking the progress. See how much engagement we’re getting. Take note of the number of times our post was shared, the number of comments each post received, the number of likes, etc.

**IV DATA MINING APPLICATIONS IN RESEARCH ANALYSIS**

Here are some of the most popular industries where data mining is used. The diagram of datamining applications is shown in the Figure 1.

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**Figure 1 Data Mining Applications**

**A Data Mining in Healthcare**

Data mining is becoming more and more important in the healthcare sector as a result of the massive amount of patient data that is created daily. Healthcare firms can lower costs and improve patient outcomes by recognizing best practices based on information and analytics. Multidimensional data structures, machine learning, soft computing, data conception, and data are some of the data mining performances employed by researchers. It can be useful for predicting patients from various categories. Data mining can be used by healthcare insurers to spot fraud and abuse. In general, these can be characterized as the assessment of treatment efficacy, healthcare management, customer relationship administration, and fraud and abuse detection [7]. Finding effective standardized treatments for particular diseases can be aided by data mining. Medical research employs data mining to examine patient medical data and pinpoint elements that contribute to the development of diseases. Data mining is mostly exploited in the healthcare industry to diagnose patients and support doctors' clinical decisions by aiding to forecast certain diseases [8]. Healthcare comprises intricate procedures for the identification, mitigation, and prevention of illness, injury, and further physical and mental disabilities in people [9].

**B Data Mining in Education**

The 21st century society is continually changing as a result of the rapid and ongoing advancement of technology. One setting where these technology advancements are extremely applicable and where adjustments to teaching methods and resources are required is the educational setting. The manner in which the teaching-learning process is accepted obtainable is crucial, especially in higher education [10]. This process, whether it is F2F teaching, combined learning, or e-learning, is occurring more frequently within LMSs. The goals of EDM are acknowledged to include advancing learning science, researching the effects of educational support, and endorsing students' prospective learning behaviors. Teachers require tools to assist them in their educational activity, which must go elsewhere only dispensing knowledge, as well as in keeping track of their students' education progress. The development of teacher preparation in active pedagogies, the incorporation of student stalking elements with artificial intelligence and data mining, and LMS tools. The use of blended learning and e-learning in LMSs (like Moodle) for teaching in higher education is on the rise.

**C Data mining in Telecommunication**

Data mining is applied by telecommunications businesses to enhance marketing campaigns, spot fraud, and maintain their networks more effectively. Due to the abundance of high-quality data accessible, the industry's competitiveness, and the developments in data mining, data mining should play a significant and growing role in the telecommunications sector [11]. In the telecommunications segment, data mining supports in pattern recognition, fraud recognition [12], efficient resource administration, and service excellence augmentation. Important industrial firms may be able to enhance the quality of their services through data mining to remain competitive. Pattern analysis of spatial temporal data structures can considerably enhance mobile communications, mobile computing, as fit as online and data services. Furthermore, methods like outlier analysis can be used to find fraudulent users. Additionally, Online Analytical Processing (OLAP) and visualization tools can be used to compare data on operator group performance, revenue, data traffic, system overworks, and extra topics.

**D Data mining in Classification**

One of the momentous systems in data mining is classification. This technique is applied broadly across many industries. The classification technique in data mining aids in classifying data into distinct groups in order to obtain important metadata. The objective of classification in data mining is to allocate a lesson label to apiece instance in a collection created on its attributes. Making a model that reliably predicts the class labels of upcoming occurrences created on their topographies is the purpose of organization. These days, it is employed more and more in research and technology to extract the enormous volume of data. Naive Bayes Classifier, Decision Tree, Neural Networks, and Support Vector Machine are a few examples of classification techniques [13]. Data mining techniques alike classification are normally exploited in areas like sentiment investigation, email screening, and remedial judgment. For example, Techniques for classification kind it informal to detached important criteria from unimportant ones that disturb consumers' funding decision. Furthermore, the documentation of consumers with analogous loan payment behaviors is made thinkable using multidimensional bunching approaches. The washing of money and further financial offenses can be found with the support of data analysis and mining.

**E Data mining in Criminal Investigation**

Data mining is acknowledged as a relatively recent and in-demand field of study as a tool for criminal analysis. Crime analysis, which is a large category of investigate chastisements, can include a widespread variety of criminal behaviors, since minor infractions of the law to globally organized crime [14]. This is understandable given that data mining is a moderately novel and speedily developing field. Those involved in historical and contemporary definitions of data mining are directed to [15] as the goal of data mining is to determine models through an algorithmic examination process that explores linear and nonlinear replicas, whether explicit or not. Criminal profiling, study of criminal networks, and prediction of crime hotspots are popular data mining applications in the field of criminal justice. Analysis of crime data is used to recognize crime hotspots, or locations where crimes are more likely to occur. Criminal profiling entails looking at crime statistics as well as demographic data to find prospective culprits. Criminal network analysis examines social network data to find links among offenders. Criminology is a perfect arena for spread over data mining performances due to the vast amount of corruption data sets and the intricate communications among them. Crime reports written in text format could be transformed into word handing out files. These facts could be utilized in a process for matching crimes.

**F Data mining in Intrusion Detection**

Identification of potential security risks to computer networks and systems is a component of intrusion detection. Data mining is crucial to intrusion detection since it can be used to spot outlines of harmful behavior and create security plans. Network intrusion detection, malware detection, and spam filtering are some popular uses. Data mining, for instance, is employed in network security to examine network traffic and spot potential security risks. Increased internet usage and the obtainability of utensils and techniques for hacking and aggressive networks led to the development of intrusion detection as a crucial aspect of network administration. Therefore, intrusion detection is required as an additional barrier to safeguard computer systems [16]. The core components of intrusion detection are the following: resources in a target system that need to be protected, namely manipulator accounts, heading systems, arrangement kernels, etc.

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