



Diploma course in **Data ware housing and Data mining**

This course provides an in-depth, practical coverage of data warehouse design, development and essential data mining topics, including Online Analytical Processing (OLAP), concept description, association rules, classification, prediction, and cluster analysis.

The Concepts and Techniques in the courseware equips students and professionals with a sound understanding of data mining principles and in data warehousing design using a series of detailed case studies. Hands-on working with the latest software tools enhances the participant's knowledge

The courseware content and syllabi has been prepared keeping in view the latest methodologies. It has been generated based on teaching notes, and traditional library pathfinders, in collaboration with distinguished and eminent members of the teaching faculty from various Universities around the country.

This course is embellished with a complementary set of fifteen CD's meant for students and professionals; this courseware offers a comprehensive look at Data Warehousing and Data Mining, providing in-depth coverage of essential topics.

Topics covered:

- Data Warehousing Overview
- Introduction to Data Warehousing
- Data Warehouse design & Development Methodologies
- Data marts and Stars Schema design
- The physical data warehouse and ETL architecture
- Loading the Warehouse; Oracle Warehouse builder
- Partitioning data
- Indexing the Warehouse
- Online Analytical Processing (OLAP) and Popular packages
- Introduction to Data Mining
- Concept description
- Association rules & Classification
- Cluster Analysis, Applications & Trends in Data Mining



Scope of Learning:

- It supports forecasting and decision Making processes, acting as a centralized repository of the company.
- This course provides a comprehensive and homogenized view of the organization
- As a basis for customer relationship management, for fraud detection, product repositioning analysis, profit center discovery and corporate asset management
- For retailers to identify customer demographic characteristics, identify shopping patterns, and improve direct mailing responses
- For banks to assist in spotting credit card fraud, help identify the most profitable customers, and highlight the most loyal customers
- In telecommunication firms to predict which customers are likeliest to switch and then target them with special incentives to stay
- In insurance companies for claims analysis, to see which procedures are claimed together and to identify the patterns of risky customers
- By manufacturers to compare costs of each of their product lines over several years, det