

# Activity . . . . . ➔ 38

## Introducing data mining

### STUDENT HANDOUT

You have been successful in obtaining a job as a data scientist. This is a new post within the organisation. Your employers feel that their organisation could benefit from the insights gained through data mining. However, the directors of the organisation know little about data mining and are unable to see how it works or how it can be of benefit and help their organisation to improve and expand.

As your first task within your new job you have been asked to produce a document that will help your directors to understand more about data mining. In particular, they need to know what it is, how it works and why it would be of benefit to their organisation. They are also concerned about ways that data mining activities could have a negative impact on their organisation (privacy, security and the misuse or abuse of data, for example). The style of document that you produce, and type, size and nature of the organisation for which you work, are your personal choice.

Upload your document onto the digital platform that has been set up for this purpose. Once this has been done, you will have the chance to read the documents produced by your peers and vote on the best one. This will be the document that defines, describes and explains data mining in a clear, succinct and user-friendly way. It should also be imaginative, creative and hold the interest of readers.

**Learning outcome:** By the end of this activity you will understand what is meant by data mining, know about the processes involved and understand the potential benefits and problems associated with data mining in the 'real world'.