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techniques to  
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**technology**  
**provides data,**  
**systems, tools,**

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**and techniques  
that any  
business can use  
to gather,  
analyze, and  
process relevant  
information. It  
also gives you an  
insight into how  
to turn that  
precious data  
into useful and  
fruitful  
marketing**

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risks and  
manage  
regulatory  
compliance. It  
helps banks to  
identify probable  
defaulters to  
decide whether  
to issue credit  
cards, loans, etc.  
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techniques help***

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identify and  
arrange most  
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positions.**

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mining is an  
important  
process  
providing  
relevant  
information that  
enables you to  
predict future  
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**should be a key  
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**company data  
stored in huge  
databases is one  
of the best  
known aims of  
data mining.**

**However, the  
potential of the  
techniques,  
methods and  
examples that  
fall within the  
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Linoff is the text  
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**Knowledge-based Marketing**

**• Market Basket Analysis • Social Media Marketing**

**11. Knowledge-based Marketing**

**• It is marketing which makes use of the macro- and micro-environmental knowledge that is available to**



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**the marketing  
functional unit in  
an organization.**

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**What is Data**

**Mining:**

**Definition,  
Purpose, and  
Techniques**

***Data mining is  
defined as a  
process used to  
extract usable  
data from a  
larger set of any  
raw data which***

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*implies analysing  
data patterns in  
large batches of  
data using one  
or more  
software. Real  
life Examples in  
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examples of data  
mining, 1.*

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Mining. Data  
mining is used  
for examining  
raw data,  
including sales  
numbers, prices,  
and customers,  
to develop better**



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**marketing  
strategies,  
improve the  
performance or  
decrease the  
costs of running  
the business.**

**Also, Data  
mining serves to  
discover new  
patterns of  
behavior among  
consumers.**

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