

# Data Mining

from: Visualytes Limited

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## Description

Data mining is a process used by companies to turn raw data into useful information. By using software to look for patterns in large batches of data, businesses can learn more about their customers to develop more effective marketing strategies, increase sales and decrease costs

### Cross-Industry Standard Process for Data Mining



<https://businessgrowthapps.com/classified/data-mining-1258.html>