



Protecting Your Privacy: Data Mining and Secure Live Scan Service

Overview

Data mining (sometimes called data or knowledge discovery) is the process of analyzing data from different perspectives and summarizing it into useful information - information that can be used to increase revenue, cut costs, or both. Data mining software is one of a number of analytical tools for analyzing data. It allows users to analyze data from many different dimensions or angles, categorize it, and summarize the relationships identified. Technically, data mining is the process of finding correlations or patterns among dozens of fields in large relational databases.

What can data mining do?

Data mining is primarily used today by companies with a strong consumer focus - retail, financial, communication, and marketing organizations. It enables these companies to determine relationships among “internal” factors such as price, product positioning, or staff skills, and “external” factors such as economic indicators, competition, and customer demographics. And, it enables them to determine the impact on sales, customer satisfaction, and corporate profits. Finally, it enables them to “drill down” into summary information to view detail transactional data.

Data Mining: Issues

One of the key issues raised by data mining technology is not a business or technological one, but a social one. It is the issue of individual privacy. Data mining makes it possible to analyze routine business transactions and glean a significant amount of information about individuals buying habits and preferences. Another issue is that of data integrity. Clearly, data analysis can only be as good as the data that is being analyzed. A key implementation challenge is integrating conflicting or redundant data from different sources.

Data Mining and Secure Live Scan Service with IDEal IDentification

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