

ISSN 2277 - 5730  
AN INTERNATIONAL MULTIDISCIPLINARY  
QUARTERLY RESEARCH JOURNAL

# AJANTA

Volume - VIII

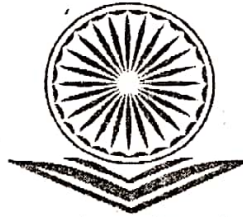
Issue - I

Part - III

January - March - 2019

Peer Reviewed Refereed  
and UGC Listed Journal

Journal No. 40776



ज्ञान-विज्ञान विमुक्तये

IMPACT FACTOR / INDEXING

2018 - 5.5

[www.sjifactor.com](http://www.sjifactor.com)

❖ EDITOR ❖

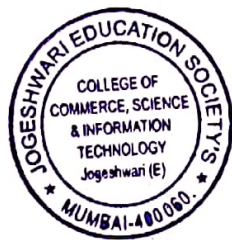
Asst. Prof. Vinay Shankarrao Hatole

M.Sc (Maths), M.B.A. (Mktg.), M.B.A. (H.R.),  
M.Drama (Acting), M.Drama (Prod. & Dir.), M.Ed.

❖ PUBLISHED BY ❖

**Ajanta Prakashan**

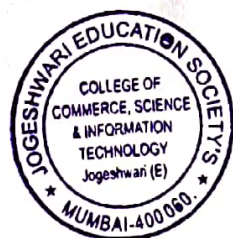
Aurangabad. (M.S.)



*P. Hatole*  
PRINCIPAL  
JOGESHWARI EDUCATION SOCIETY'S  
COLLEGE OF COMMERCE SCIENCE  
& INFORMATION TECHNOLOGY  
Caves Road, Jogeshwari (E), Mumbai-400 060.

## CONTENTS OF PART - III

S.No.	Title & Author	Page No.
1	Analysis of Optimization and Simulation for E-Grocery <b>Dr. Shikha Gaur</b> <b>Khan Shagufta</b>	1-7
2	Overview of Artificial Intelligence Technology in Robotics and Medical Field <b>Shrushti Gunjal</b> <b>Mehul Jadhav</b> <b>Prakash Bhadane</b>	8-14
3	Influence of Social Media in Indian Politics <b>Sindhu Ramani</b>	15-22
4	SWOT Analysis of E-wallet and its Impact on Young Mind <b>Dr. Snehal Patil- Birje</b> <b>Anay Shukla</b>	23-37
5	A Study on the Consumer Buying Behaviour for Ayurvedic FMCG Products in Mumbai <b>Subhashini Naikar</b> <b>Madhavi Nighoskar</b>	38-51
6	An Analytical Study of Financial Literacy among Undergraduate Students in Kalamboli <b>Suvidha Surve</b> <b>Deepak Jaiswal</b>	52-61
7	An Analytical Study on Internet of Things (IOT) in Educational Institutions of Kalamboli <b>Swapnali Kadge</b> <b>Swapnali Nalawade</b> <b>Prajakta Galave</b>	62-68
8	<b>Data Mining</b> <b>Tejaswini S. Parab</b>	69-74



I  
**PRINCIPAL**  
JOGESHWARI EDUCATION SOCIETY'S  
COLLEGE OF COMMERCE SCIENCE  
& INFORMATION TECHNOLOGY  
Caves Road, Jogeshwari (E), Mumbai-400 060.

## 8. Data Mining

Tejaswini S. Parab

### Abstract

The development of technology and business has generated large amount of databases and huge data in various areas. Nowadays, companies also agree that data is important asset to organization and given rise to approach to store and manipulate this precious data for further decision making. Data mining is the process of extraction of useful information and patterns from large amount of data; it is also called as knowledge extraction. It is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses. In data mining different algorithms and techniques like Neural Networks, Association Rules, Decision Trees, Classifications, Clustering, Artificial intelligence etc are used for extraction of knowledge from database. This paper focused on scope of data mining and few data mining techniques, algorithms for organizations to improve their business.

**Keywords:** development, database, manipulate, knowledge, potential, techniques

### Introduction

Knowledge Discovery in Data is the big process of identifying valid, new, potentially useful and ultimately understandable patterns in data. Data mining is the process of extraction of useful information and patterns from large amount of data. It consists of more than collection and managing data; it also includes analysis and prediction. The goal of this technique is to find patterns that were previously unknown. Once these patterns are found they can further be used to make certain decisions for development of their businesses. The business problem drives an examination of the data that help to build a model to describe the information that ultimately leads to the creation of the resulting report. Data mining has many benefits for companies; company is able to produce pattern and facts that were undetected before the use of data mining and it saves time and money.



*P. K. Shaloo*  
**PRINCIPAL**  
JOGESHWARI EDUCATION SOCIETY'S  
COLLEGE OF COMMERCE SCIENCE  
& INFORMATION TECHNOLOGY  
Caves Road, Jogeshwari (E), Mumbai-400 060.