



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35.

An Autonomous Institution

COURSE NAME : DATA ANALYTICS

II YEAR/ IV SEMESTER

UNIT – I INTRODUCTION

Topic: *Big Data & Data Science*

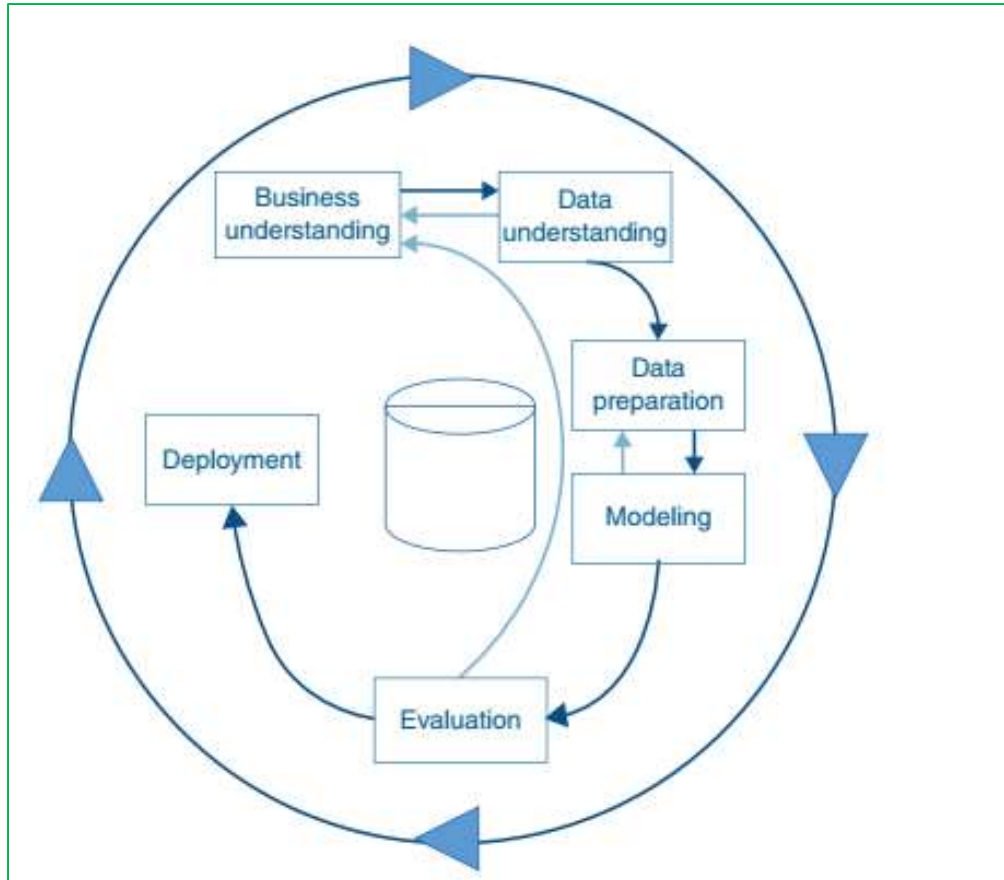
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Cross-Industry Standard Process for Data Mining (CRISP-DM) is a six-step method, which, like the KDD process, uses a non-rigid sequential framework.



- 1) *Business understanding*
- 2) *Data understanding*
- 3) *Data preparation*
- 4) *Modeling*
- 5) *Evaluation*
- 6) *Deployment*



References

- [Joao Moreira](#), [Andre Carvalho](#), [Tomás Horvath](#) – “A General Introduction to Data Analytics”
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- Marz N and Warren J,- Big Data, Manning Publications,2015
- Runkler T A, - Data Analytics: Models and Algorithms for Intelligent data analysis, Springer,
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