# Solution Manual for Introduction to Data Mining 2nd by Tan

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# Introduction

- Discuss whether or not each of the following activities is a data mining task.
  - (a) Dividing the customers of a company according to their gender. No. This is a simple database query.
  - (b) Dividing the customers of a company according to their profitability.
    - No. This is an accounting calculation, followed by the application of a threshold. However, predicting the profitability of a new customer would be data mining.
  - (c) Computing the total sales of a company. No. Again, this is simple accounting.
  - (d) Sorting a student database based on student identification numbers.
    - No. Again, this is a simple database query.
  - (e) Predicting the outcomes of tossing a (fair) pair of dice. No. Since the die is fair, this is a probability calculation. If the die were not fair, and we needed to estimate the probabilities of each outcome from the data, then this is more like the problems considered by data mining. However, in this specific case, solutions to this problem were developed by mathematicians a long time ago, and thus, we wouldn't consider it to be data mining.
  - (f) Predicting the future stock price of a company using historical records.
    - Yes. We would attempt to create a model that can predict the continuous value of the stock price. This is an example of the

# **Introduction To Data Mining Solution Manual**

SJ Ball

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