**Data Mining Basics**

Formal Assessment

**Objective:** To determine your level of understanding of the nature of data mining and your ability todescribe data mining tools and techniques.

**Please answer the following questions (be specific and detailed)**.

1. What is the definition of data mining?
2. Of the two manual methods of data mining that were described in the lesson, pick one and identify and explain it.
3. What are three reasons someone would use data mining?
4. Of the six different levels of analysis used in data mining, pick one and explain it in your own words.
5. What are two very important questions someone should ask and answer before purchasing any data mining software?

**Each question will be worth 10 points.**

