




Data Warehousing/Mining

Comp 150 DW

Chapter 7. Classification and Prediction

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Chapter 7. Classification and Prediction

- ❖ What is classification? What is prediction?
- ❖ Issues regarding classification and prediction
- ❖ Classification by decision tree induction
- ❖ Bayesian Classification
- ❖ Classification by backpropagation
- ❖ Classification based on concepts from association rule mining
- ❖ Other Classification Methods
- ❖ Prediction
- ❖ Classification accuracy
- ❖ Summary



Classification vs. Prediction

- ❖ **Classification:**
 - predicts categorical class labels
 - classifies data (constructs a model) based on the training set and the values (class labels) in a classifying attribute and uses it in classifying new data
- ❖ **Prediction:**
 - models continuous-valued functions, i.e., predicts unknown or missing values
- ❖ **Typical Applications**
 - credit approval
 - target marketing
 - medical diagnosis
 - treatment effectiveness analysis