

## Quadrant II – Glossary

**Programme:** Bachelor of Commerce.

**Subject:** Commerce

**Paper Code:** COG 112

**Paper Title:** Customer Relationship Management (GE 2)

**Unit:** III – Customer Databases & Database Marketing

**Module Name:** Data Warehouses and Data Mining

**Name of the Presenter:** Ms. Shifra Mascarenhas

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### Glossary of terms/words

**Database:** A database is an organized collection of structured information, or data, typically stored electronically in a computer system.

**Consolidated data:** Data consolidation refers to the collection and integration of data from multiple sources into a single destination. During this process, different data sources are put together, or consolidated, into a single data store.

**Extracting data:** data extraction is the process of collecting or retrieving disparate types of data from a variety of sources.

**Sequential patterns:** concerned with finding statistically relevant patterns between data examples where the values are delivered in a sequence.

**Clustering:** Clustering is the method of converting a group of abstract objects into classes of similar objects. Clustering is a method of partitioning a set of data or objects into a set of significant subclasses called clusters.

**Historical data:** it is collected data about past events and circumstances pertaining to a particular subject.