CSCI568

Discussion 2: What is Data Mining?

Bank of America, Agoura Hills, CA Consultant-Data Mining/Whse Finance



Detailed Description

Participates in design, development and implementation of complex data management, storage applications, often using new technologies. Serves as a fully seasoned, proficient technical resource. Participates as an individual contributor on projects, completing activities as a part of a team related to special initiatives or operations. Routine accountability is for technical knowledge and capabilities as a team member or as an individual contributor. Works under minimal supervision, with general guidance from more seasoned consultants or managers. Work leadership may be provided by assigning work and resolving problems. Typically 5-7 years of IT experience.6+ years of overall experience in the IT industry with emphasis on data warehouse/reporting/data analysis4+ years of SQL Based Reporting and Analytics with strong emphasis on ETL tools, analysis and reporting servicesHigh level of SQL / RDBMS skill set with expertise in queries/stored procs/triggers/schema design



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transactional and reportingHigh level of numerical analysis skills and ability to discern patterns in data. Excellent
interpersonal communication skillsAbility to run projects independently and work with a team of architects and database
developers.

Compensation

Unspecified



Sr. Software Development Engineer- Data Mining/ Machine Learning / Information Retrieval

Job Description
Software Dev Engineer, Information Retrieval / ML / Data Mining

Amazon.com's Product Ads team is looking for exceptional software engineers to develop algorithms and build systems to solve a variety of information retrieval, machine learning and **data mining** problems related to the Amazon Product Catalog using large scale distributed systems.

What we do:

Our team develops and employs innovative, cutting edge techniques in **data**mining, information retrieval and distributed computing to mine the Amazon

product catalog to identify relationships between various offers provided by
advertisers. We develop systems that build the intelligence of the Amazon's
selection, which is the Earth's largest while maintaining a relentless focus on the
shopping experience for which we are world renowned.

Our systems and algorithms operate on one of the world's largest product catalogs and it is quite routine for our systems to operate on Terabyte scale datasets using distributed frameworks such as Apache Hadoop(Map/Reduce) and other open source technologies such as Lucene. We consistently strive to improve the customer search and browse experience.

Our team is dedicated to finding similar products in order to place contextually relevant product advertisements on each page, as well as detecting egregious cases of poor quality data provided by sellers. We also build algorithms and systems to discover useful relationships between the billions of items that we have in our catalog. Examples of such relationships might include items that are variation of each other and items that are accessories of other items to list a few. Inferring these valuable relationships between products allows us to deliver an effective customer search and browse experience.

Who we are looking for:

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Data Warehouse Predictive Models Ordinal DBSCAN Heirarchical Pruning Density Median Graphs Nominal Mean Range Categorical Perceptron Cosine Similarty Standard Deviation Dimension Summary Statistics Supervised Learning Mode Continuous Data Feature Extraction Discretization Self-Organizing Map Knowledge Validation Greedy Patterns Time Series Information Overfitting Bayesian Belief Network Ensemble Methods Unsupervised Classification Bias Regression Analysis

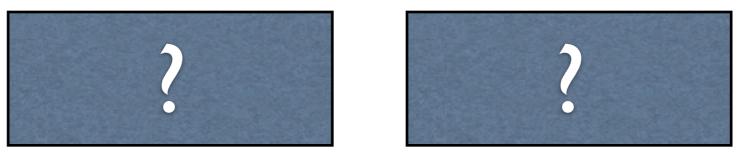
Artificial Neural Network Training Clustering C4.5

Confidence Decision Trees Rule Induction CHAID Pearson Correlation Sampling Support Vector Machines Descriptions Probability CART Associations k-Nearest Neighbors Weighting Bagging
Cross-Validation Anomaly Detection Prediction Outliers
Genetic Algorithm Visualization Boosting Proximity Genetic Algorithm Visualization

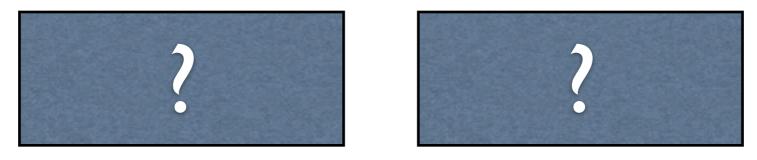


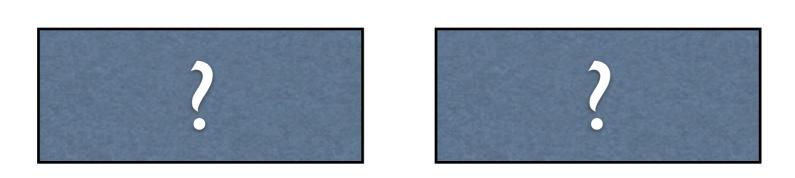
Organize Your Mind

Two general purposes



Four families of tasks





Homework

- Finish Project I
- Reading 2