

[Try Data Mining Today! FREE Trial Version](#)

Professional data mining at affordable prices - try [Viscovery SOMine 5](#) free for 30 days!

[KDnuggets](#) : [News](#) : [2009](#) : [n02](#) : [item3](#)

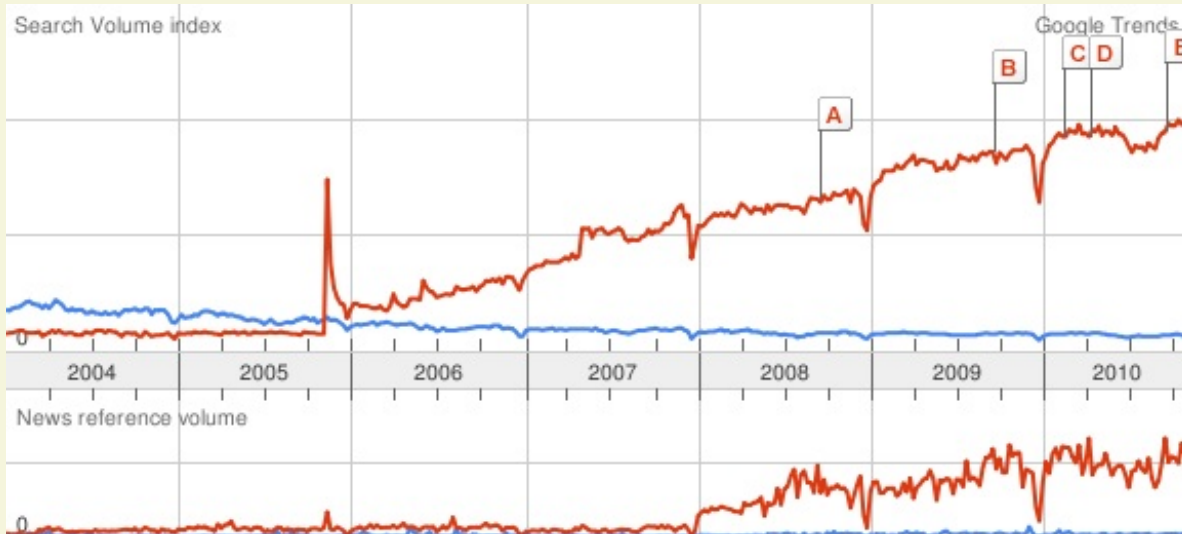
[PREVIOUS](#) | [NEXT](#)

## Features

### Subject: Analytics surpassing Data Mining ?

The term "analytics" has exploded in popularity after the introduction of "Google Analytics" in Dec 2005. It surpassed "data mining" in popularity, and has continued to climb since.

data mining — 1.00    analytics — 2.70



See [Google Trends: data mining, analytics](#) (global)

A similar picture is seen for USA-only searches.

Don't Kill Your Budget!

RAPIDMINER

The Leading Open Source Solution for DM, BI and ETL



Download FREE

Why are "Analytics" so popular?

Google Analytics accounts for about half of "analytics" searches.



Note how closely the peaks and valleys of "analytics" mirror those of "google analytics".

Related terms: web analytics, business analytics, predictive analytics are only a small fraction of "analytics" searches.

What do you think is the relationship between analytics and data mining?

**NEW** Add your comment below!

Profile picture placeholder

Login

Share

Comment box




**RAPIDMINER**  
The Leading  
Open Source  
Solution for  
DM, BI, and ETL

**Download  
FREE  
Version  
Now!**

 Follow ▾

Cancel

Post

 Echo 8 Items

Admin ▾



[Karl Rexer](#)

It's interesting to see how flat the curve is for "Analytics" during 2004 & 2005. In addition to the late 2005 introduction of "google analytics", in 2006 Davenport & Harris published *Competing on Analytics* in the HBR. In early 2007 their book by the same title was published.

01/20/2009, 08:44:44 PM – Flag – Reply



[Gregory Piatetsky-Shapiro](#)

Is Analytics different from "data mining" or is it just a different term ?

01/20/2009, 11:49:58 AM – Flag – Reply



[Simon Metcalfe](#)

For me Analytics is without a doubt different from Data Mining but only in that it is a far broader term. Data Mining in my mind is the use of and deployment of predictive techniques.

Analytics on the other hand covers just about everything relating to the manipulation and use of data (including Data Mining).

I guess because of this I'm not at all surprised the term Analytics gets significantly more searches than Data Mining.

01/20/2009, 12:28:43 PM – Flag – Reply



[Matt Wroblewski](#)

I think the two terms are different. I consider the term "analytics" to more accurately describe a business process or function, similar to "financial management". I think "data mining" is a subset of analytics, in the same way accounting is a subset of financial management.

01/20/2009, 03:24:20 PM – Flag – Reply

 2 more (expand)



**Warwick Graco**

I am on the board of the Institute of Analytics Professionals Australia. This professional association represents data miners and modellers in Australia. While there will be differences of opinion about the definition and intent of the term 'analytics', I take a more practical view and see this activity including any function that involves extracting knowledge from data. This includes data matching, data mapping and visualisation or what is alternatively called link analysis or network analysis, data mining and predictive and classification modelling. There may be other analytical functions that fit under this bannerhead. Those who do analytics complement those who do intelligence analysis with the former providing quantitative intelligence and the latter qualitative intelligence. Intelligence of course is provided to assist managers with both sense making and decision making. As a practicing data miner and modeller I am quite excited about the future of analytics and see it is a profession that is here to stay

01/21/2009, 02:11:29 AM – Flag – Reply



**Karl Brazier**

Seems to me that "analytics" is properly a broader term than "data mining", but that many people are actually interpreting it just as web analytics, which is much narrower, in terms of application at least. Think the high correlation between "analytics" and "google analytics" searches supports this and perhaps even suggests that the advent of Google Analytics may be responsible for encouraging people to interpret "analytics" this way.

01/21/2009, 02:13:48 PM – Flag – Reply

Social Networking by Echo

