Differences between **Data mining** and **Big data**

Data mining	Big data
What is it?	
The process of extracting patterns and useful knowledge from data sets that are already structured and stored.	It refers to handling large amounts of data, which are difficult to process with traditional tools due to their size, speed or variety.
What methods does it use?	
Statistical techniques, machine learning algorithms and predictive analytics.	It needs special tools to capture, manageand process information.
What's it good for?	
To dig deeper into existing data to find significant patterns, correlations, anomalies or trends.	To process, store and analyse large data streams in real time or in batches to obtain actionable information.
What's it used for?	
To optimise decisions, detect fraud, perform customer segmentation and forecast behaviour.	To analyse massive data from platforms such as social media , Internet of Things devices, sensors or transactions.
What industries use it?	
It is a fundamental tool in marketing and sales. It is also applied in finance, health care, energy or consumer goods.	Its applications are diverse. They include business, health care , smart cities, energy, transport and agriculture.