APPLICATION OF DATA MINING TECHNIQUES TO FORMULATE AN IT-BASED KNOWLEDGE MANAGEMENT SYSTEM FOR EFFECTUAL MANAGEMENT OF VOTE BANK

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Abstract

As data sets and the information extracted from them has grown in size and complexity, direct hands-on data analysis has increasingly been supplemented and augmented with indirect, automatic data processing, using more complex and sophisticated tools, methods and models. Continuous innovations in computer processing power, disk storage, data capture technology, algorithms, methodologies and analysis software have dramatically increased the accuracy and usefulness of the extracted information. Data mining, which is a type of artificial intelligence, has been used primarily to analyze scientific and business data. **Data mining** basically involves huge volumes of data being sifted through by data mining software in order to search for patterns in the data. **Voter turnout** is the percentage of eligible voters who cast a ballot in an election. After increasing for many decades, there has been a trend of decreasing voter turnout in most established democracies since the 1960s. In general, low turnout may be due to disenchantment, indifference, or contentment. Low turnout is often considered to be undesirable, and there is much debate over the factors that affect turnout and how to increase it. In spite of significant study into the issue, scholars are divided on reasons for the decline. Its cause has been attributed to a wide array of economic, demographic, cultural, technological, and institutional factors. There is a feeling that the common man has been taken for a ride in the midst of all this political rigmarole. There have been many efforts to increase turnout and encourage voting. Through knowledge discovery this paper emphasizes on the need of building a **C**ommon **V**oters **D**ata **W**arehouse (CVDW)which is created after all sorts of verifications and validations consequently maximizing Voter's turnout and minimizing farce voting.

Keywords : Data Mining, Voter turnout, CVDW(**C**ommon **V**oters **D**ata **W**arehouse)