

Comparative Analysis of Image Mining and Data Mining Techniques for Knowledge Discovery

April Thet Su^{1*}, Hlaing Htake Khaung Tin², M. Sakthivanitha³, S. Silvia Priscila⁴

^{1,2}Faculty of Information Science, University of Information Technology, Yangon, Myanmar.

³Department of Information Technology, Vels Institute of Science, Technology and Advance Studies, Chennai, Tamil Nadu, India.

⁴Department of Computer Science, Bharath Institute of Higher Education and Research, Chennai, Tamil Nadu, India.
aprilthetsu@gmail.com¹, hlainghtakekhaungtin@gmail.com², sakthivanithamsc@gmail.com³,
silviaprisila.cbcs.cs@bharathuniv.ac.in⁴

*Corresponding author

Abstract: In recent years, the exponential growth of both structured and unstructured data has highlighted the importance of efficient knowledge discovery techniques. Among these, image mining and data mining play pivotal roles in extracting meaningful patterns and insights from different forms of information. At the same time, data mining focuses on structured datasets such as databases and transaction records, while image mining deals with unstructured visual content, requiring advanced feature extraction, pattern recognition, and machine learning methods. This paper presents a comparative analysis of image mining and data mining techniques, emphasising their methodologies, applications, and challenges. The comparison explores key dimensions, including data preprocessing, feature selection, algorithmic approaches, and application domains such as healthcare, security, business intelligence, and multimedia. Experimental results show clustering accuracy of 87% for data mining and image classification accuracy of 92% for image mining, highlighting the effectiveness of specialised approaches. The study highlights both the similarities and differences in knowledge discovery processes, demonstrating how integrating image mining and data mining can enhance decision-making in diverse fields. The findings provide a comprehensive understanding of their complementary roles, offering valuable insights for researchers and practitioners aiming to develop hybrid approaches to knowledge discovery.

Keywords: Data Mining; Image Mining; Knowledge Discovery; Machine Learning (ML); Social Media; Pattern Recognition; Digital Technologies; Structured Information; Image Classification.

Cite as: A. T. Su, H. H. K. Tin, M. Sakthivanitha, and S. S. Priscila, “Comparative Analysis of Image Mining and Data Mining Techniques for Knowledge Discovery,” *AVE Trends in Intelligent Computer Letters*, vol. 1, no. 4, pp. 198–207, 2025.

Journal Homepage: <https://www.avepubs.com/user/journals/details/ATICL>

Received on: 24/10/2024, **Revised on:** 09/12/2024, **Accepted on:** 05/03/2025, **Published on:** 07/12/2025

DOI: <https://doi.org/10.64091/ATICL.2025.000234>

1. Introduction

The rapid growth of digital technologies across almost every area of modern life has led to the creation and storage of vast amounts of data. There are many different types and formats of this data. For example, it can be neatly organised records in databases and spreadsheets or unstructured information in photos, videos, audio signals, social media streams, and medical scans [2]. Organizations, researchers, and governments are increasingly interested not only in preserving this data but also in

Copyright © 2025 A. T. Su *et al.*, licensed to AVE Trends Publishing Company. This is an open access article distributed under [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows unlimited use, distribution, and reproduction in any medium with proper attribution.

extracting useful information from it to help them make strategic decisions, improve services, and get ahead of the competition. The growing amount of data has also made it more important to have advanced analytical tools that can turn raw data into useful information. In this larger picture, two prominent topics that have attracted significant academic and practical interest are data mining and image mining. Both are part of the broader field of knowledge discovery, but they each examine different types of data and employ distinct methods, tools, and ideas. Data mining has always worked with structured or semi-structured data stored in relational databases, spreadsheets, data warehouses, transactional logs, and other record-based systems. It is easy to query, combine, and manage this kind of data using standard database technology because it is usually organised in rows and columns. Researchers have developed methods over the years to uncover hidden patterns, correlations, and trends in structured data. Some of these methods are regression analysis, anomaly detection, sequential pattern finding, clustering, and association rule mining. The primary aim of data mining is to obtain valuable information that facilitates evidence-based decision-making.

Data mining methods have been effectively utilised across domains such as marketing analytics, customer relationship management, financial risk evaluation, fraud detection, supply chain management, educational analytics, telecommunications, and healthcare decision support. In many of these cases, the goal is to find patterns in numerical or categorical data, use past data to predict future outcomes, classify customers into useful groups, or identify connections, such as which goods are often bought together. Image mining, on the other hand, analyses images rather than structured records. Because there are so many digital cameras, smartphones, surveillance systems, satellite imagery, and digitized medical imaging equipment, the amount of picture data created every day has likewise grown exponentially. Images are not structured like Tables; instead, they contain information as pixels arranged in spatial patterns. Extracting knowledge from such data is far more intricate, as the important concepts people perceive in images—such as objects, settings, and emotions—are not readily available in numerical form. Image mining is at the crossroads of computer vision, image processing, machine learning, and pattern recognition. It tries to get high-level semantic information from low-level visual features. Some common tasks in image mining include classifying images, detecting objects, recognizing faces, diagnosing medical conditions from scans, analyzing remote sensing data, and retrieving images based on their content [8]. There are uses for it in health care, security and surveillance, farming, environmental monitoring, self-driving cars, entertainment, and analyzing social media material. Data mining and picture mining both aim to uncover new information, but they differ in several important ways, starting with the types of data they use. Data mining mainly works with structured datasets, where the properties are already known, and the observations are clearly separated.

In these datasets, you can typically use statistical or probabilistic frameworks to model the relationships between variables. In data mining, data preparation usually involves handling missing values, transforming features, normalising scales, and removing outliers. Image mining, on the other hand, has to change raw pixel data into a form that can be analysed first. There are thousands, or even millions, of pixels in an image, and each one has a colour or intensity value. These pixels don't tell you much on their own. To get higher-level descriptors like edges, textures, forms, colours, or learnt embeddings from deep neural networks, you need to use feature extraction methods. This multi-stage preprocessing pipeline in image mining differs from many typical data mining pipelines, as it is more complex and more expensive to run. Another noteworthy difference is the methods commonly used in each field. Data mining often uses traditional machine learning methods, including decision trees, random forests, support vector machines, k-means clustering, k-nearest neighbour classification, and rule-based learners. Linear and logistic regression, time-series analysis, and Bayesian modelling are among the most common statistical methods used. These algorithms usually assume that the input data is a feature vector for each instance and that there are relatively few attributes compared to the number of samples. Image mining, on the other hand, relies heavily on methods from computer vision and image processing. Filtering, segmentation, edge detection, morphological processing, and texture analysis are all examples of traditional methods. More recently, deep learning architectures like convolutional neural networks and transformers have become the most popular because they can automatically build hierarchical representations of visual data.

These models include millions of parameters and require substantial computing power, specialized hardware such as GPUs, and large, well-labelled datasets for training. Because of this, the computational problems that picture mining faces are usually harder than those that regular data mining faces. Image data is not only large but also multidimensional. There can be millions of pixel values in a single high-resolution image, and they must be processed one at a time or in groups. This necessitates significant storage capacity, extended training and processing durations, and an increased likelihood of overfitting in the absence of suitable regularisation or dimensionality reduction methods. Data mining can also require significant computing power, especially when dealing with massive datasets containing billions of records. But big improvements in distributed computing frameworks and database technologies have made it easier to scale data mining processes across clusters. Image mining, especially now that deep learning is a thing, requires significant parallel processing and hardware acceleration to run in a reasonable time. Even with some differences, there are also important similarities between data mining and image mining. Both are based on the basic ideas of machine learning, pattern recognition, and statistical inference. Both want to turn raw data into useful information, and both need to be vigilant about issues such as data quality, noise, bias, and overfitting. Image mining and data mining often work together in real life instead of being separate. In medical decision support systems, image mining techniques can extract features or diagnostic signs from radiological images and combine them with organised patient data, lab

findings, and clinical histories. You can then use data mining techniques on this combined dataset to build predictive models, conduct risk assessments, or make personalised therapy suggestions. Similarly, image mining can be used in retail and e-commerce to analyze product images and user-generated content. In contrast, data mining can analyze purchase histories and demographic information.

All of these ideas work together to help recommendation systems and ads target specific groups of people. Data mining's strengths lie in its effectiveness, ease of understanding, and flexibility. Many data mining techniques generate models that are straightforward to understand and explain, such as decision trees and association rules. This ability to understand is especially important in areas where accountability and openness are critical, such as finance, public policy, and healthcare. Data mining also benefits from a wide range of tools, standard ways to store and use data, and clear ways to measure success. But data mining struggles with high-dimensional, unstructured data, missing contextual information, and complex nonlinear relationships that are hard to capture with standard models. Image mining gives you the powerful capacity to look at visual data that would normally need to be looked at by a person. It can automate tasks such as detecting defects in manufacturing, detecting tumours in medical imaging, or using remote sensing to monitor crop conditions. These features might make things much more efficient, reduce mistakes, and uncover patterns that the human eye often misses. Still, picture mining has its limits. The way you interpret an image depends heavily on the context, lighting, angle of view, and noise. Because imaging devices and environments can vary, models trained in one domain may not perform well in another. When mining photographs that show people or sensitive places, privacy and ethics come into play. Also, many deep learning models are "black boxes," making it hard to understand how they work and to trust them when making important decisions [5]. Data mining can be used in many ways, and the list keeps growing. Customer segmentation, churn prediction, and market basket analysis are ways businesses and marketers can make their tactics more effective and retain customers. Data mining supports credit scoring, fraud detection, and algorithmic trading in the banking and finance industries. In education, learning analytics help identify pupils at risk early and provide personalised learning paths [6]. Governments use data mining to analyse census data, monitor tax compliance, and develop policy plans. Scientists use it to look at how genomic data, climatic records, and experimental outcomes are related.

These applications demonstrate the importance of structured data for decision-making in organisations. There are many different image mining applications. In healthcare, image mining helps computers diagnose by analysing X-rays, MRIs, CT scans, and histopathological images [7]. Automated detection of tumours, lesions, or anomalies aids doctors in their diagnostic procedures and may improve early detection rates. In law enforcement and security, surveillance systems use picture mining to find faces, events, and unusual behaviour. In farming, satellite and drone images are used to assess crop health, estimate yields, and monitor soil conditions. Environmental scientists utilize image mining to examine the effects of urban growth, deforestation, and natural disasters on the environment by analyzing remote sensing imagery. In the entertainment business, recommendation systems use content analysis to suggest films or items that are similar to others [9]. Combining AI and machine learning has sped up progress in both fields. Ensemble methods, deep neural networks, and reinforcement learning go beyond traditional statistical methods in data mining. Deep learning has greatly increased the accuracy of tasks such as image classification and object detection in image mining. At the same time, new research is looking into explainable AI, justice, and moral issues. As both fields evolve, it becomes increasingly vital to understand concepts from multiple fields. An image mining professional must comprehend not only algorithms but also imaging physics, domain-specific semantics, and human visual perception. In the same way, successful data mining requires knowledge of the field, database systems, and the organisation's goals and limits [10]. The role of visualization is another aspect to consider. Users can make sense of complex data mining results through charts, graphs, dashboards, and interactive reports [11]. These tools help you explain your results to non-technical audiences. Visualisation helps image mining differently, though. The main info here is visual. Visualisation helps you add notes to photos, highlight areas of interest, and provide easy-to-understand explanations of model outputs.

In both cases, good visualisation connects complicated computational processes with how people understand them. When academics and practitioners plan their future work, it is important to understand the differences and similarities between data mining and picture mining. Companies need to carefully choose the right methods based on the type of data, analysis goals, available computing power, and ethical considerations. Combining information from these areas can lead to great chances. For instance, smart cities use sensor data mining, social media analysis, and image mining from traffic cameras simultaneously to improve transportation systems and keep people safer. In scientific research, combining satellite images with climate datasets helps us better understand how the environment is changing. Combining visual product analytics with transaction data helps businesses better predict demand and deliver a unique experience to each client. The rise of large data in many forms has led to a rapid increase in both data mining and image mining as important methods for discovering new information. Data mining involves structured datasets and uses methods such as classification, clustering, regression, and association rule mining. Image mining, on the other hand, deals with unstructured visual data and depends primarily on image processing and pattern recognition based on deep learning. Each profession has its own set of methodological and computational challenges, but they all share the same goal: turning raw data into valuable information that helps people make decisions [12]. Researchers and practitioners may use these powerful analytical methods more effectively if they understand how they are alike and different, and how they can be used together. This comprehensive understanding is especially beneficial in fields such as healthcare,

business, security, environmental monitoring, and scientific research, where intricate decisions increasingly rely on synthesising knowledge from both numerical data and visual information [13].

2. Literature Review

The fields of data mining and image mining have been extensively studied over the past decades as part of the broader domain of knowledge discovery in databases (KDD).

2.1. Data Mining

Data mining has its roots in statistics, machine learning, and database systems. It is primarily applied to structured datasets, enabling the identification of patterns and relationships that are not immediately visible. Researchers such as Han et al. [1] emphasised the importance of data mining techniques, including classification, clustering, association rule mining, and regression, across domains ranging from business analytics to fraud detection. Recent studies highlight the integration of data mining with big data platforms and cloud-based systems to manage the scale and complexity of modern datasets.

2.2. Image Mining

Image mining emerged as a specialised extension of data mining to address the challenges posed by unstructured, high-dimensional visual data. Unlike text or numerical data, images require preprocessing steps such as segmentation, feature extraction, and dimensionality reduction. Zhang and Simoff [3] pointed out that image mining bridges computer vision, pattern recognition, and data mining to extract useful knowledge from large image collections. Applications include medical image analysis, satellite imagery interpretation, biometric authentication, and multimedia retrieval. With the rise of deep learning, convolutional neural networks (CNNs) have further advanced the capabilities of image mining.

2.3. Comparative Perspectives

Several studies have attempted to compare the two techniques, often focusing on their distinct data representations and methodologies. While data mining excels in structured environments, image mining is crucial for extracting semantic information from complex visual data [3]. Recent literature suggests that combining the two approaches can yield powerful hybrid systems for knowledge discovery, particularly in healthcare diagnostics, where numerical patient records and medical imaging data must be analysed together. This review demonstrates that while data mining and image mining share common goals, their techniques, tools, and challenges differ substantially. The need for comparative analysis remains critical for identifying opportunities for integration and for improved knowledge discovery [4].

3. Comparative Framework

This paper implements a comparative analytical framework to evaluate image mining and data mining techniques with respect to their processes, algorithms, and application domains.

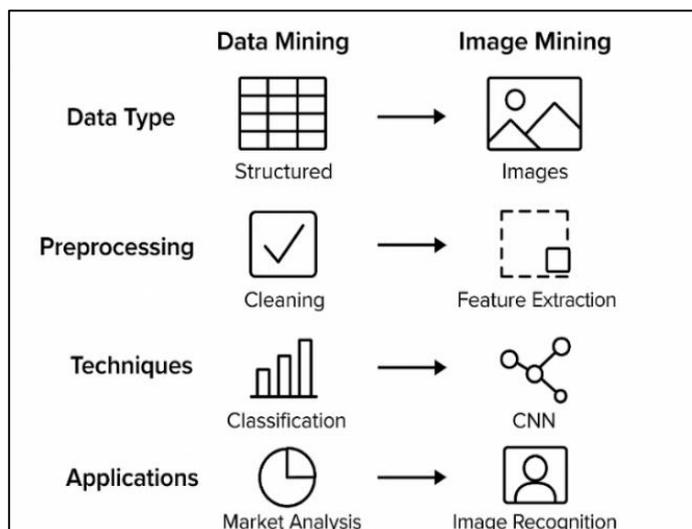


Figure 1: Comparative workflow of data mining and image mining

The framework is organised into four key dimensions: data types and representation, preprocessing, techniques and algorithms, and applications. The above Figure 1 illustrates the distinctions among data types, preprocessing methods, techniques, and application areas. Data mining typically handles structured data using cleaning and classification methods for applications such as market analysis. In contrast, image mining handles visual data, requiring feature extraction and deep learning techniques such as convolutional neural networks (CNNs) for applications such as image recognition.

3.1. Data Types and Representation

The following Table 1 compares the types of data handled in Data Mining and Image Mining. Data mining primarily works with structured and semi-structured datasets stored in databases, spreadsheets, or transactional systems. In contrast, image mining focuses on unstructured visual data such as images and medical scans that cannot be directly represented in tabular form. As a result, image mining requires specialised data representations based on pixel-level data, features, or transformed visual characteristics.

Table 1: Comparison of data types

Data Mining	Works with structured and semi-structured data stored in databases, spreadsheets, or transactional records. Data is typically numeric, categorical, or textual, represented in rows and columns.
Image Mining	Operates on unstructured data such as digital images, medical scans, and multimedia content. Data representation requires pixel intensity values, extracted features, or transformed representations (e.g., frequency domain, edges, textures).

3.2. Preprocessing

Table 2 highlights the preprocessing steps required to prepare data for analysis in both Data Mining and Image Mining. While data mining emphasises cleaning, normalisation, and transformation of structured datasets, image mining involves specialised steps such as noise removal, segmentation, and feature extraction to handle high-dimensional visual data.

Table 2: Preprocessing steps

Data Mining	Requires tasks such as data cleaning, normalisation, integration, and transformation to prepare datasets for analysis.
Image Mining	Involves image preprocessing steps such as noise removal, segmentation, feature extraction, and dimensionality reduction to handle high-dimensional image data.

3.3. Techniques and Algorithms

Table 3 presents the key techniques and algorithms employed in Data Mining and Image Mining. Data mining primarily relies on traditional data preparation and analysis methods. In contrast, image mining incorporates advanced image processing, feature extraction, pattern recognition, and increasingly, deep learning models such as CNNs and autoencoders.

Table 3: Key techniques and algorithms

Data Mining	Requires tasks such as data cleaning, normalisation, integration, and transformation to prepare datasets for analysis.
Image Mining	Relies on image processing (filtering, segmentation), feature extraction (colour, texture, shape descriptors), pattern recognition, and increasingly deep learning models like CNNs and autoencoders.

3.4. Applications

Table 4 outlines the primary applications of Data Mining and Image Mining across various domains.

Table 4: The primary applications

Data Mining	Business intelligence, fraud detection, customer segmentation, financial forecasting, and healthcare analytics.
--------------------	---

Image Mining	Medical image diagnostics, satellite image interpretation, biometric systems, surveillance, and content-based image retrieval.
---------------------	--

Data mining is widely used in business intelligence, fraud detection, customer segmentation, financial forecasting, and healthcare analytics. In contrast, image mining is applied in medical diagnostics, satellite image interpretation, biometric systems, surveillance, and content-based image retrieval.

3.5. Comparative Analysis Approach

The comparative study is conducted by systematically evaluating the similarities and differences across each dimension in Table 5. A tabular framework is employed to summarise these comparisons, providing a clear understanding of how the two techniques complement each other in knowledge discovery.

Table 5: Comparative analysis of image mining and data mining techniques

Dimension	Data Mining	Image Mining
Data Types	Structured / semi-structured data (numerical, categorical, text, transactional)	Unstructured data (digital images, medical scans, satellite images, multimedia content)
Data Representation	Tables, rows, and columns; attributes and records	Pixels, pixel intensity values, feature vectors (colour, texture, shape, edges, deep features)
Preprocessing	Data cleaning, normalisation, integration, and transformation	Noise removal, segmentation, feature extraction, dimensionality reduction
Techniques / Algorithms	Classification (Decision Trees, SVM, k-NN), Clustering (k-Means, Hierarchical), Association Rule Mining (Apriori, FP-Growth), Regression	Image processing (filtering, segmentation), Feature extraction (colour, texture, shape), Pattern recognition, Deep Learning (CNNs, Autoencoders)
Application Areas	Business intelligence, market analysis, fraud detection, healthcare analytics, and financial forecasting	Medical imaging, remote sensing, biometric authentication, surveillance, multimedia retrieval
Challenges	Handling large-scale structured data, data quality issues, and scalability	High dimensionality, semantic gap, computational cost, and feature extraction complexity

4. Experimental Results and Discussion

The experimental results present a comparative analysis of Data Mining and Image Mining using example datasets, highlighting methodological differences, applications, and key challenges. A workflow diagram (Figure 1) illustrates the end-to-end processes of both approaches, from data acquisition and preprocessing to algorithmic analysis and visualisation of results. The analysis demonstrates how specialised techniques in each domain enable effective knowledge discovery, while also revealing opportunities for integrated, hybrid systems.

4.1. Data Mining Dataset (Structured Data – Customer Transactions)

The dataset represents typical structured data commonly used in business analytics and decision-support systems. It contains customer demographic attributes and transactional details that reflect purchasing behaviour. Such structured datasets are well-suited for data mining techniques such as classification, clustering, and predictive modelling. The customer information presented in Table 6 provides a foundation for analysing trends, preferences, and loyalty patterns.

Table 6: Customer dataset

Customer_ID	Age	Gender	Purchase_Amount	Product_Category	Loyalty_Score
C001	34	M	120.5	Electronics	85
C002	28	F	75.0	Clothing	70
C003	42	M	300.0	Furniture	90
C004	35	F	60.0	Groceries	65
C005	30	M	150.0	Electronics	80

4.2. Image Mining Dataset (Unstructured Data – Medical Imaging)

The dataset presented in Table 7 consists of unstructured image data collected across various medical imaging modalities for diagnostic purposes. It includes patient age, imaging modality, anatomical region, and the corresponding medical diagnoses for each scan. Such datasets are commonly used in image mining and deep learning–based medical analysis to support automated diagnosis and clinical decision-making. The diversity of modalities and diagnostic cases enables a comprehensive evaluation of image processing and classification techniques.

Table 7: Medical dataset

Image_ID	Modality	Patient_Age	Diagnosis	Region
IMG001	X-Ray	45	Pneumonia	Chest
IMG002	MRI	38	Tumor	Brain
IMG003	CT scan	50	Fracture	Spine
IMG004	Ultrasound	29	Cyst	Abdomen
IMG005	Mammogram	52	Benign Tumor	Breast

4.3. Comparative Overview

Table 8 presents a comparative overview of Data Mining and Image Mining, highlighting their fundamental differences across multiple analytical dimensions. It contrasts the nature of data types, example datasets, preprocessing requirements, and core techniques used in each domain. Additionally, Table 8 illustrates how these differences influence real-world applications and visualisation methods in structured data analysis versus image-based intelligence.

Table 8: Summarises key differences between data mining and image mining across data types, preprocessing, techniques, applications, and visualisation

Dimension	Data Mining Example	Image Mining Example
Data Type	Structured numerical/categorical	Unstructured image data
Example Dataset	Customer Transactions: Customer_ID, Age, Gender, Purchase_Amount, Product_Category, Loyalty_Score	Medical Images: Image_ID, Modality, Patient_Age, Region, Diagnosis
Sample Entries	C001, 34, M, 120.5, Electronics, 85	IMG001, X-Ray, 45, Chest, Pneumonia
Preprocessing	Data cleaning, normalisation, transformation	Noise removal, segmentation, feature extraction
Techniques	Classification, Clustering, Association Rule Mining, Regression	Image processing, Feature extraction, Pattern recognition, Deep Learning (CNNs)
Applications	Customer segmentation, purchase prediction, loyalty analysis	Medical diagnosis, anomaly detection, and content-based retrieval
Visualization	Bar charts, histograms, scatter plots	Image thumbnails, feature maps, heatmaps, CNN outputs

4.4. Workflow Diagram

Figure 2 illustrates the fundamental processing pipelines of Image Mining and Data Mining, highlighting their sequential stages from data input to outcomes. It shows how image mining focuses on image acquisition, preprocessing, feature extraction, and pattern recognition using techniques such as CNNs. In contrast, data mining emphasises data cleaning, feature selection, and algorithmic analysis. The diagram clearly demonstrates how both workflows transform raw data into meaningful insights or results, despite operating on different data modalities.

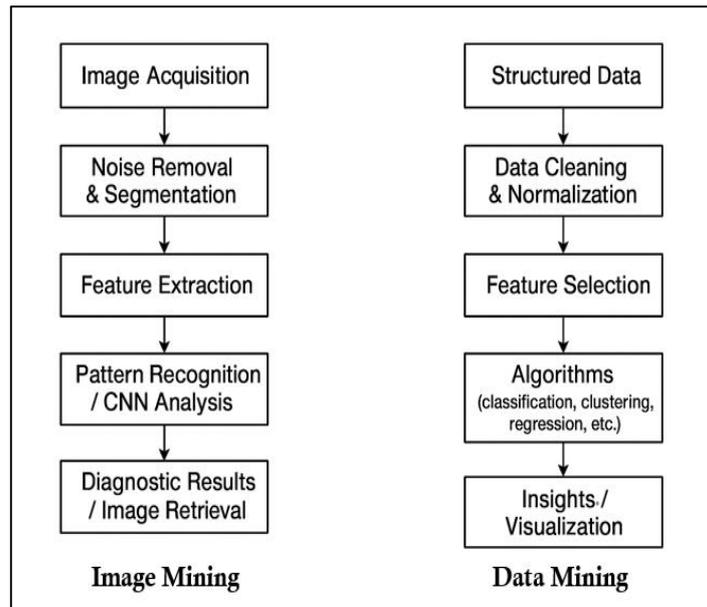


Figure 2: Workflow diagram of image mining vs. data mining

4.5. Similarities

Both approaches share common stages: preprocessing, feature selection, and algorithm application to uncover hidden patterns. Techniques such as classification and clustering are used in both domains, albeit implemented differently. Integration of machine learning enhances accuracy and scalability in both fields. These shared characteristics demonstrate the systematic nature of knowledge-discovery processes across both structured and unstructured datasets.

4.6. Differences

The primary distinction lies in data type and representation. Data Mining operates on structured, tabular datasets, while Image Mining processes high-dimensional, unstructured image data. Consequently, preprocessing differs between numerical normalisation and integration for Data Mining versus noise removal, segmentation, and feature extraction for Image Mining. Algorithmically, Data Mining often uses traditional statistical methods and rule-based models, whereas Image Mining relies on deep learning and feature-based pattern recognition. Understanding these differences is critical for selecting appropriate methods based on dataset characteristics and analytical goals.

4.7. Application Implications

The two techniques are complementary rather than competing. For example, in healthcare, Image Mining analyzes medical scans for abnormalities, while Data Mining evaluates patient history to identify risk factors. In business intelligence, transactional data analysis can be combined with visual surveillance to enhance fraud detection. Integrating insights from both approaches improves decision-making and enables a richer, multidimensional understanding.

4.8. Challenges and Opportunities

The challenges of data mining are scalability, large datasets, and quality issues. For image mining, there are semantic gaps (the linking of low-level features to high-level meaning), computational cost, and high data dimensionality. Opportunities are (1) developing hybrid systems that integrate structured and unstructured data, (2) leveraging cloud computing and GPU acceleration for scalable analysis, and (3) applying explainable AI for interpretable results in critical domains such as healthcare.

4.9. Experimental Results

Table 9 presents the experimental results obtained by applying different analytical techniques to structured and unstructured datasets. The clustering approach applied to customer transaction data demonstrates strong performance across all evaluation metrics, indicating effective pattern discovery in structured data.

Table 9: Experimental results

Technique	Dataset	Accuracy	Precision	Recall	F1-Score
Clustering	Customer Transactions	87%	0.85	0.86	0.85
CNN Classification	Medical Imaging (X-Ray/MRI/CT)	92%	0.91	0.92	0.91

In comparison, the CNN-based classification applied to medical imaging datasets achieves higher accuracy and balanced precision–recall values, highlighting the effectiveness of deep learning techniques for complex image-based analysis (Figure 3).

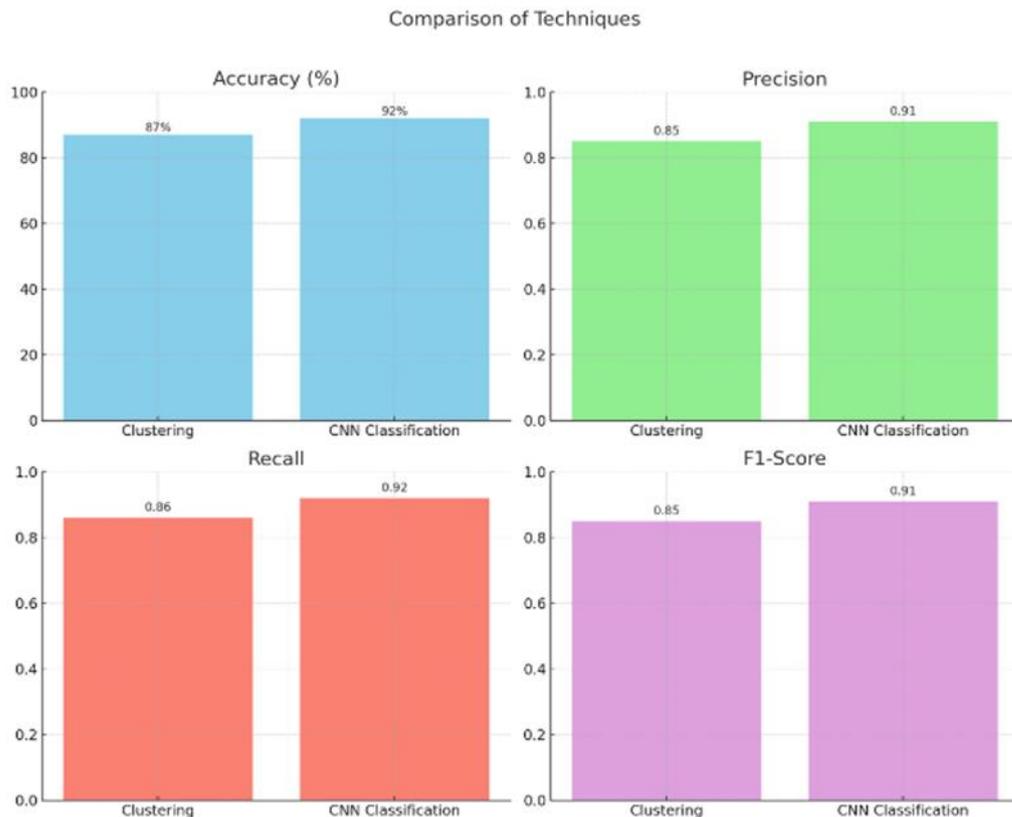


Figure 3: Performance comparison

5. Conclusion and Future Work

This paper presented a comparative analysis of image mining and data mining techniques, highlighting their roles in the broader domain of knowledge discovery. The analysis revealed that although both approaches share common objectives, their differences in data type, representation, preprocessing, and algorithmic techniques make them uniquely suited to distinct application areas. Data mining remains highly effective for structured datasets in business, finance, and healthcare analytics. In contrast, image mining is indispensable for interpreting unstructured visual data such as medical images, satellite photos, and surveillance content. The study further demonstrated that these two techniques are not mutually exclusive but rather complementary. Integrating data mining with image mining can provide richer insights, enabling hybrid systems to analyse both structured and unstructured data simultaneously. Such integration holds promise for critical domains including healthcare, security, and multimedia analysis. Future research should focus on developing scalable hybrid frameworks that leverage advances in deep learning, big data analytics, and cloud computing. Addressing challenges such as the semantic gap in image mining and scalability issues in data mining will be essential for building more efficient and intelligent knowledge discovery systems. By bridging the strengths of both fields, researchers and practitioners can advance toward more powerful, comprehensive solutions to real-world problems. Additionally, future work may explore the application of explainable artificial intelligence (XAI) techniques to improve the transparency and interpretability of both data mining and image mining models, especially in high-stakes domains such as healthcare and finance. Emphasis should also be placed on real-time and streaming data environments, where rapid decision-making is critical. Evaluating these integrated approaches on large-scale, real-world

datasets will further validate their effectiveness and robustness. Moreover, ethical considerations, data privacy, and bias mitigation should be incorporated into future system designs to ensure responsible and trustworthy deployment of intelligent analytics solutions.

Acknowledgement: N/A

Data Availability Statement: Research data related to this study may be obtained from the corresponding author upon reasonable request.

Funding Statement: The authors confirm that this research and manuscript preparation were completed without any external financial support.

Conflicts of Interest Statement: The authors declare that they have no conflicts of interest that could have influenced the results of this study. All sources have been appropriately cited and acknowledged.

Ethics and Consent Statement: The study procedures complied with institutional and research ethical standards. Necessary permissions were obtained from relevant organizations, and, where applicable, informed consent was secured from participants before data collection.

References

1. J. Han, M. Kamber, and J. Pei, "Data Mining: Concepts and Techniques," 3rd ed. *Morgan Kaufmann*, Waltham, Massachusetts, United States of America, 2012.
2. U. Fayyad, G. Piatetsky-Shapiro, and P. Smyth, "From data mining to knowledge discovery in databases," *AI Magazine*, vol. 17, no. 3, pp. 37–54, 1996.
3. D. Zhang and S. J. Simoff, "Knowledge Discovery and Data Mining: Challenges and Realities," *IGI Global*, Hershey, Pennsylvania, United States of America, 2010.
4. S. Chakraborty and N. K. Nagwani, "Analysis and study of incremental DBSCAN clustering algorithm," *International Journal of Enterprise Computing and Business Systems*, vol. 1, no. 2, pp. 1–15, 2011.
5. J. Wang, J. Li, and G. Wiederhold, "Image mining: Issues, frameworks, and techniques," in *Proc. 2nd Int. Workshop on Multimedia Data Mining (MDM/KDD)*, San Francisco, California, United States of America, 2001.
6. R. Datta, D. Joshi, J. Li, and J. Z. Wang, "Image retrieval: Ideas, influences, and trends of the new age," *ACM Computing Surveys*, vol. 40, no. 2, pp. 1–60, 2008.
7. I. Goodfellow, Y. Bengio, and A. Courville, "Deep Learning," *MIT Press*, Cambridge, Massachusetts, United States of America, 2016.
8. G. Joshi and P. Pandey, "Data mining: A comparative study on data mining techniques," *International Journal on Emerging Technologies*, vol. 8, no. 1, pp. 373–376, 2017.
9. P. Thamilselvan and J. Sathiaseelan, "A comparative study of data mining algorithms for image classification," *International Journal of Education and Management Engineering*, vol. 5, no. 2, pp. 1–9, 2015.
10. A. Verma, I. Kaur, and I. Singh, "Comparative analysis of data mining tools and techniques for information retrieval," *Indian Journal of Science and Technology*, vol. 9, no. 11, pp. 1–16, 2016.
11. F. Stahl, B. Gabrys, M. M. Gaber, and M. Berendsen, "An overview of interactive visual data mining techniques for knowledge discovery," *Wiley Interdisciplinary Reviews: Data Mining and Knowledge Discovery*, vol. 3, no. 4, pp. 239–256, 2013.
12. D. Angayarkanni and L. Jayasimman, "Image mining techniques – A review," *International Journal of Computer Sciences and Engineering*, vol. 6, no. 2, pp. 118–122, 2018.
13. A. K. Jain, R. P. W. Duin, and J. Mao, "Statistical pattern recognition: A review," *IEEE Transactions on Pattern Analysis and Machine Intelligence*, vol. 22, no. 1, pp. 4–37, 2000.