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# Where Data Analysis Meets Graph Theory

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**Abstract.** Based on information by which objects are described standard tasks of data analysis try to reveal peculiarities (features, structures, etc.) in the data that help to characterize the objects. When relations between objects belong to the information available the objects can be interpreted as vertices of a graph and knowledge about the relational structure between the vertices can be added to the underlying data analysis situation with the help of (possibly weighted) links between pairs of vertices. Graph clustering and Web data mining, among others, are examples that will be used to demonstrate findings in which data analysis and graph theory overlap.

## Keywords

GRAPH CLUSTERING, WEB DATA MINING, DATA ANALYSIS IN MARKETING