

M I N I N G

A  
R  
T



# One Day Seminar Data Mining in Practice

18<sup>th</sup> February 2003

# Welcome!

## Knowledge Discovery...

- ...will quadruple in the next 10 years (according to Gartner Group 1999): from  $n$  projects in 1999 the application rate will raise to  $n^4$  projects in 2009.
- ... is most often oriented towards customer relationship management.
- ... many other business processes can be enhanced mining given data!

# Kdnuggets 2002 Poll

Industries/fields where you currently apply data mining: [608 votes total]	
Banking (77)	13%
Biology/Genetics/Proteomics (32)	5%
Direct Marketing/Fundraising (42)	7%
eCommerce/Web (53)	9%
Entertainment (10)	2%
Fraud Detection (51)	8%
Insurance (36)	6%
Investment/Stocks (17)	3%
Manufacturing (28)	5%
Pharmaceuticals (31)	5%
Retail (36)	6%
Scientific data (51)	8%
Security (14)	2%
Supply Chain Analysis (21)	3%
Telecommunications (56)	9%

# Today's Program

- Mining Mart and applications
  - Spatial Data Mining
  - Churn of customers in telecommunication
  - ???
  - Prediction of customers' demands in telecommunication
  - Analysis of sales data
  - Integrating Mining Mart into Knowledge Management

# Breaks

- Coffee break 10:30 – 11:00
- Lunch break 12:30 – 14:00
- Coffee break 15:30 – 16:00

Sponsored by



***DISTA***

