

One Day Seminar Data Mining in Practice

18th February 2003

Welcome!



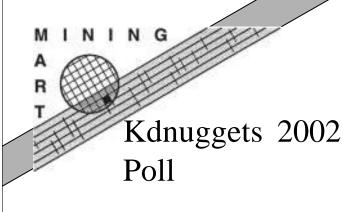
Knowledge Discovery...

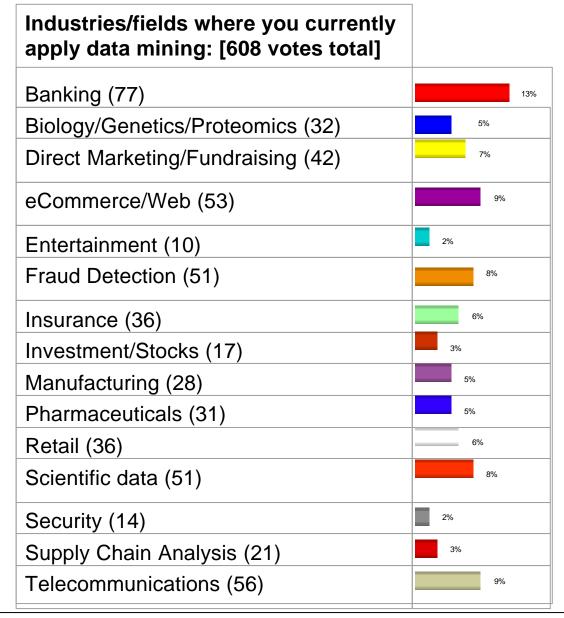
...will quadruple in the next 10 years (according to Gartner Group 1999): from n projects in 1999 the application rate will raise to n 4 projects in 2009.

... is most often oriented towards customer relationship management.

... many other business processes can be enhanced mining given data!

12.3.2001





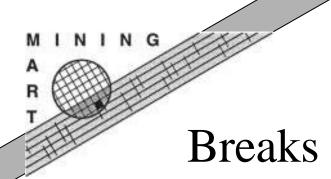
12.3.2001



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

12.3.2001



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

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