

## **Exercise01-Jason**

### **Business Modeling and Data Mining**

By Dorian Pyle

Accessed from the following link

[https://books.google.com.au/books?id=cs-xXUjw5kkC&printsec=frontcover&dq=Business+Modeling+and+Data+Mining+pdf&hl=en&sa=X&ved=0ahUKEwiX18\\_q6ZLiAhVk7HMBHU5qB7UQ6AEIKjAA#v=onepage&q&f=false](https://books.google.com.au/books?id=cs-xXUjw5kkC&printsec=frontcover&dq=Business+Modeling+and+Data+Mining+pdf&hl=en&sa=X&ved=0ahUKEwiX18_q6ZLiAhVk7HMBHU5qB7UQ6AEIKjAA#v=onepage&q&f=false)

I have spent 30 minutes mainly skimming the contents and highlighted the topics I interested. The author addressed 3 parts in this booking which is “A Map of the Territory” chapter 1 to 3, “Business Modeling” Chapter 3 to 8 and “Data Mining” Chapter 9 to 14.

In future, I will spend more time on how to model a business situation first. The business modelling is to create a structure that, at lowest cost and with lowest risk, returns the most advantageous gains. I think this part could help me understand the purpose of the data analyse and using the most effective method to present them.

Almost half of book discussed the topic of data mining, the author has discussed the finding, assembling, and preparing data and also introduce the tools and techniques applying to the data.