**In Class Analysis #4**

**Data Mining Analysis at Your Company**

**Company: Brookdale Senior Living**

**Challenges to Data Mining Success**

* **Data Security Challenges:** Privacy of records and ethical use of information, including the healthcare data of senior patients can be a big obstacle for data mining in Brookdale. For data mining, it needs a sizeable amount of real records, which is private information in this case.
* **Data Quality**: Data quality is essential in the success of data mining. This might, however, pose as a significant challenge for Brookdale. For one, it is hard to find data that is accurate and complete. The problem becomes more pronounced when inter and intra-agency data standards vary greatly or are not enforced.
* **Access to Needed Data:** It may be hard for Brookdale to find accurate and complete data. To make their project a success, Brookdale would need access to all the past healthcare related records of their members. But organizations that are able to maintain large data warehouses on health related factors are unwilling to share the data for reasons of maintaining patient privacy. This problem is further magnified because proprietary restrictions can be an obstacle to mining large datasets with potentially valuable hidden information.

**References**

Adya, M. (2000, Jan 1). *Data Mining in Health-Care: Issues and a Research Agenda.* Retrieved from epublications.marquette.edu: http://epublications.marquette.edu/cgi/viewcontent.cgi?article=1124&context=mgmt\_fac