

Preliminary report of the Final Paper

for the CEU MSc in Business Analytics program

Gabor Horvath

1 Business understanding

Determine Business Objectives Background - N/A Business Objectives Business Success Criteria Identification of featured determining the risk potential of an airport Working model for animal strike prediction Assess Situation Inventory of resources Flight Data Animal Strike Data R Buckets Requirements, Assumptions, and Constraints Risks and Contingencies No initial Risks identified No initial Contingencies identified Terminology Costs and Benefits This is a one-man project, no significant cost is expected. Main benefit is to put to and almost E2E scenario the topics covered during the courses and discovering bits and bolts of the techniques for creating the project. Determine Data Mining Goals Data Mining Goals Understand, Analyse, Clean and Merge the source data correctly Create the required attributes Generate the required records (if applicable) Data Mining Success Criteria Identification of featured determining the risk potential of an airport Working model for animal strike prediction Produce Project Plan Project Plan Initial Assessment of Tools and Techniques

- II. Data Understanding Collect Initial Data Initial Data Collection Report Describe Data Data Description Report Explore Data Data Exploration Report Verify Data Quality Data Quality Report
- III. Data Preparation Data Set Data Set Description Select Data Rationale for Inclusion / Exclusion Clean Data Data Cleaning Report Construct Data Derived Attributes Generated Records Integrate Data Merged Data Format Data Reformatted Data
- IV. Modelling Select Modelling Technique Modelling Technique Modelling Assumptions Generate Test Design Test Design Build Model Parameter Settings Models Model Descriptions Assess Model Model Assessment Revised Parameter Settings
- V. Evaluation Evaluate Results Assessment of Data Mining Result w.r.t. Business Success Criteria Approved Models Review Process Review of Process Determine Next Steps List of Possible Actions Decisions
- VI. Deployment Plan Deployment Deployment plan Plan Monitoring and Maintenance Monitoring and Maintenance Plan Produce Final Report Final Report Final Presentation Review Project Experience Documentation

2 Contributors

Student: Gabor Horvath
Mentor: Gergely Daroczi