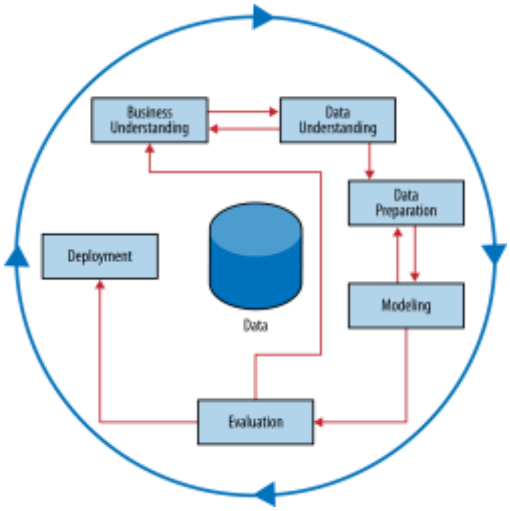
HW00 - Understanding the CRISP model



Before we can start analyzing data, we must be able to understand the process for solving a problem using data. This starts with understanding the business problem and then processing data to make data-driven decisions.

For this assignment, you are to review available information of the CRISP model and write the following paper:

- Brief review of CRISP model.
- Create a business problem where the CRISP model can be applied.
    - Summarize a fictitious company and its business problem. (Cannot be a e-retail company.)
- Apply the CRISP model to the business model.
- Summarize the possible positive outcomes as well as the challenges to the defined business problem.

Requirements of the paper:

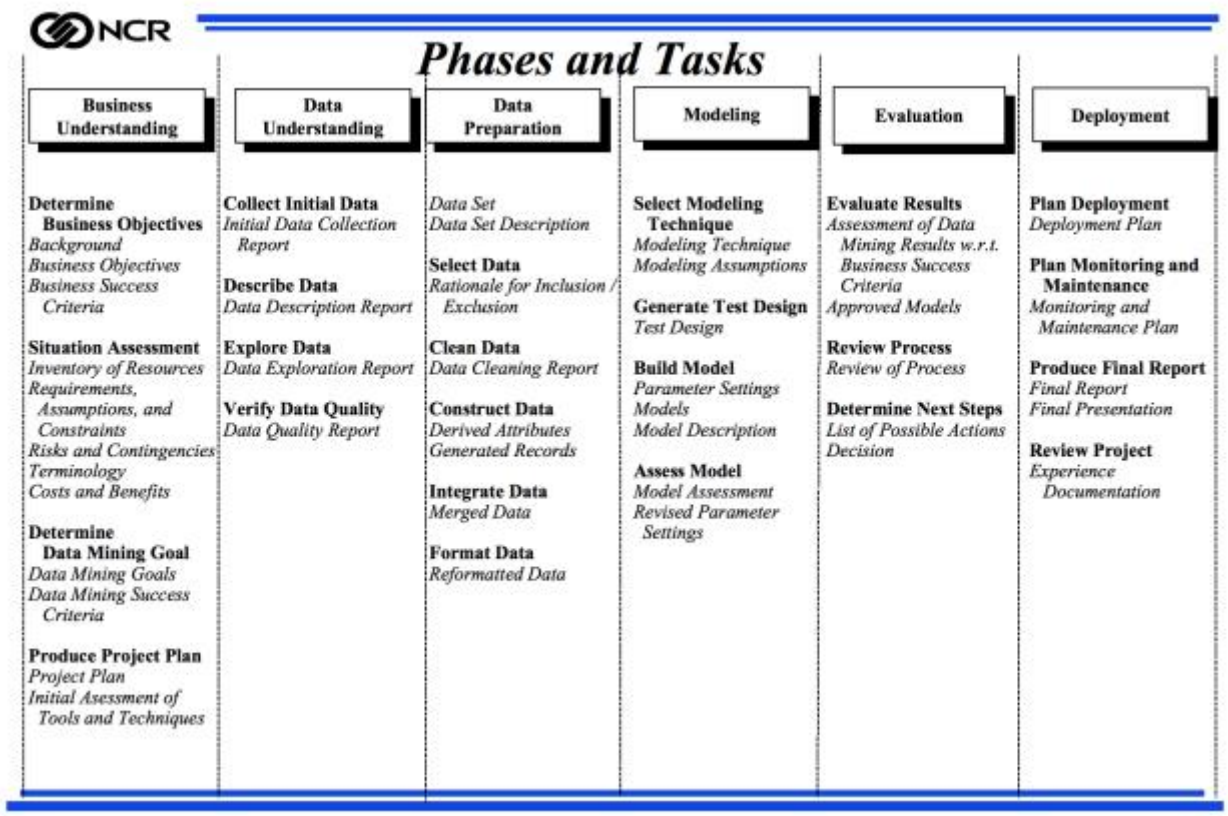
- Paper must be between 2 and 4 pages of 1.5 spaced at 12-point font.
- None of the text should be copied and pasted from any sources. This paper is about understanding the CRISP model, not on how well you can copy and paste. (Any deviation from this requirement will result in a 0 and possible failing this course.)
- Brief summary of the CRISP model should be brief and just enough to show your understanding.
- Comprehensive review a business problem from a fictitious company and all steps of the CRISP model.

Please keep in mind that all assignments in this class must be your own and carefully constructed. Poor effort or any copy and paste will not be graded. This is the last class in the BIA sequence and a certain level of excellence is expected.

CRISP Methodology Information

For more information:

- http://www.sv-europe.com/crisp-dm-methodology/
- http://www.kdnuggets.com/tag/crisp-dm
- http://inseaddataanalytics.github.io/INSEADAnalytics/CRISP_DM.pdf - includes an e-retail example



https://s2.smu.edu/~mhd/8331f03/crisp.pdf