Douglas Wiggins

CS 499: Computer Science Capstone

Enhancement Three/Narrative

*Databases:*

For the third and final artifact, it involves the use of databases. The purpose of this course was to learn about data mining and its uses in any sort of business. Moreover, this course shows me techniques on how to manage and collect data through clustering, the tools that is used to collect and interpret data and knowing analytic method to that can further dissect data that is given. From this course, I learned various types of analytic data such as network, object-orientated, relational and NoSQL databases as well as the importance of clustering. Decision tress and regression models. Moreover, I learned about different software that specializes managing data from a statistical basis and to analyze data. In this course I use a software: “JMP Pro” or Joint Marketing Program. The Third artifact consists of my final project from DAT 220: Fundamentals of Data Mining. It’s consists of data that is given from a business, while using the JMP tool to analyze figure out any flaws within the business that is losing money. Moreover, I would have to develop a business problem for that company from knowing their scenario, while doing research of other businesses and compare and contrast the company that I am willing to help. This course has taught me much about how to utilize data, how to effectively research to support my business problem and hypothesis, figuring out any source of data as well of using data software to find errors, its business patterns from various forms of graphical data which gives me a validity, reliability and limitations of the business.

Although the project didn’t consist of coding for me to create or modify, there were enhancements that I haven’t include in my project prior before doing this artifact. For one, there were other graphs that I could have use to simplify my process of answering the business problem and forming a conclusion. As I am utilizing JMP, I create a fit model that displays the whole model, its website-visits, the restaurant in which customers walk-in, the residual by the predicted plot, the summary of fit, the analysis of variance and the parameter of estimates. By adding this graphs and concepts, it furthers my explanation as to how and why there is hardly any income in certain areas on the restaurant’s locations. From there, I can confirm my analysis and develop next steps for the company to initiate.

*Reflections:*

As I reflect on what I did then and what I enhanced now, I can see how far I came and the progression I’ve made in terms of databases and data mining such as various forms of data and charts that should be visually comprehensible. Moreover, I learned how important data mining is and how data scientists are not valued enough for the work that they do on a daily basis. Data can be anything and can be value to anyone who utilize it. During the final enhancements of this artifact, I feel more incline to explore data mining as the skills that I gained from this course such as problem solving, collecting and managing data and knowing certain strategies to best fit my hypothesis of a business problem, I feel accomplish and satisfied of my overall experience getting to know about data mining, databases and programs that influence certain businesses. In hindsight, I am looking forward to know about data mining and its uses in the future.