Section 2: Week 4: Techniques to Discover Logic

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Techniques to Discover Logic

# Section I: Determining Relevance

It is not possible to answer a question if either the question or the necessary facts are not known. Consider the scenario where the organization wants to execute the most efficient marketing campaign using the least amount of resources. Without proper planning, the business might stumble upon an acceptable deliverable (local maxima) though they are unlikely to encounter the global maxima. If instead, the company specifically defined the objective as increase awareness of their product to minorities and underserved rural populations, then it becomes possible to rate the quality of supporting evidence. Now that a logical base case exists, the company can review public and private data providers and perform an initial inclusion filter. For instance, governmental census information contains population statistics that describe high-value segments to place physical advertisements.