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Question.

For each of the following meetings, explain which phase of the CRISP-DM process (business understanding, data understanding, data preparation, modeling, evaluation, and deployment) is represented:

- a. Managers want to know by next week whether deployment will take place. Therefore, analysts meet to discuss how useful and accurate their model is.

evaluation

- b. The data mining project manager meets with the data warehousing manager to discuss how the data will be collected.

data understanding

- c. The data mining consultant meets with the vice-president for marketing, who says that he would like to move forward with customer relationship management.

business understanding

- d. The data mining project manager meets with the production line supervisor to discuss implementation of changes and improvements.

deployment

- e. The analysts meet to discuss whether the neural network or decision tree models (data mining techniques) should be applied.

modeling