C1T3 — Lessons Learned Report

T1 questions:

T2 questions:

Methods used:

Results delivered:

How can data mining be used to make data-driven decisions for all aspects of a business?

* Identify regions that are least profitable and most profitable
* Identify potential trends and relationships in data
* Develop tools that can predict different aspects of a customer based on historical data about a group of customers
* Develop informative graphs that can answer key-business questions
* Provide stakeholders will knowledge they need to optimize or expand their business-related tasks

**Key take aways and lessons learned from T1 and T2 about data analytics**

**Make specific recommendations for how Blackwell should approach T1/T2-related tasks in the future**