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.

The scenario described refers to the Evaluation Phase (5th) of the CRISP-DM. The Analysts meet to evaluate results, review the process, and determine the next steps. They assess the value of the models for meeting the business goals that started the data-mining process.

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

The scenario described refers to the Data Understanding Phase (2nd) of the CRISP-DM. Activities in this phase are aimed to grow familiar with the data, to identify data quality problems, to discover first insights into the data, or to detect interesting subsets to form hypotheses for hidden information.

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.

The scenario described refers to the Data Understanding Phase (1st) of the CRISP-DM. The goal of this stage of the process is to uncover important factors that could influence the outcome of the project.

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

The scenario described refers to the Evaluation Phase (5th) of the CRISP-DM. In this stage, quality and effectiveness are the basis of testing the model created. Hence, the implementation of changes and improvements is decided in the evaluation phase by the data mining project manager and the product line supervisor to keep the model in sync with the objectives of the business and to ensure the quality of the data.

E. The analysts meet to discuss whether the neural network or decision tree models should be applied.

The scenario described refers to the Modelling Phase (4th) of the CRISP-DM. In this phase, one needs to select the specific technique for modeling. The models are ranked and evaluated according to the assessment criteria.