The primary thing that stands out about CRISP-DM is the fact that until this class I had never heard of it. This sent me down a path of polling my network.

Here is my question:

I need some input for a homework question. Have a quick poll:

a. I'm currently using CRISP-DM at work.

b. Someone at my work is using CRISP-DM

c. I've used or seen it used in the past.

d. I've heard of CRISP-DM.

e. What is CRISP-DM?

The response was 10 Es and 2 Cs.

One person who gave me a reliable C response is currently the Director of Data Engineering and Data Warehousing for a significant SaaS company. He is also an Adjunct Professor at Carnegie Mellon. He recently used the CRISP-DM diagram in a discussion to try to convince his company to transition [at least the analytics] from waterfall to a more iterative process. The other positive has an MS in computer science with a focus on data science from Johns Hopkins and is a very cerebral thinker in AI/ML/Analytics.

I believe that a lot of the benefit of CRISP-DM is the integration of iteration into the data mining process. We just intuitively start with understanding the business, then move on to data understanding, preparing it, modeling, evaluating the model, and deployment. After evaluating the model's effectiveness, we repeat. Today this is all part of the big-tent idea of agile methodologies. Because we do this for all projects, there’s no need for a specific term to apply just to data mining. Several folks were familiar with the diagram, which remains a well-used artifact. I suspect that the downslope in the use of CRISP-DM as a term is a function of its success. We no longer talk about it and study it, we just do it.