

**Data Analysis Assignment**

*“Every day I wake up and ask, ‘how can I flow data better, manage data better, analyse data better?’”* Rollin Ford, Former WalMart CIO

This assignment is to be completed in groups.

**Data Mining**

As the amount of data stored in corporate databases and warehouses continues to grow, there is an increasing emphasis on analyzing and interpreting the data (traditional or big) and using the results to make improvements and innovations in business processes.

Data mining, in general, strives to identify valid, novel, potentially useful, and ultimately understandable patterns in data.

The objective of this assignment is to appreciate the challenges and usefulness of finding patterns in data and acting upon these patterns.

**Submission requirements:** Describe the implications of the data mining exercise. Your answers should be based solely on the inclass exercise.

1. What did you learn about data mining? Identify three concepts.
2. Identify two other things you would need to know about either the data or the business if this were a real-world application.
3. What, if anything, would you do differently to perform this data mining task? Note: This answer should relate to the inclass exercise, not generic data mining.