Artifact 3 is the Final Project from DAT 220: Fundamentals of Data Mining. This project was based utilizing the provided database within a VM to demonstrate your ability to use JMP. This project was based around creating documentation in the hopes to improve a fictitious company to keep them from going under. Currently they are suffering a multi-year decrease in sales which needs to be prevented otherwise the company will go bankrupt within a few more years. Using the data from 500 customer surveys the project utilized JMP to make the data more digestible to the average viewer as well as make it easier to create a plan moving forward. The project was originally created about a year and a half ago.

The reason for my inclusion of this artifact is because it shows a prime example of using databases and data mining within a controlled environment. Data mining is an important part of our information centered lives, allowing us to have experiences more catered to us as an individual or as a group of people in an area. The project was completed within a VM so I do not have the original data or values available however I worked with what information I had. For the most part the enhancements involved updating the analysis document and correcting a few errors I noticed I made at the time of creation. The actual data itself is done correctly so there was nothing to modify there.