Week 4, Session 2

**Sharda: 4.1 - 4.2, 4.3 - 4.4; Articles: 1) Predictive Analytics, 2) Mining for data could help companies mine for gold**

1. Research and discuss how a specific law enforcement agency uses predictive analytics.
2. Discuss a scenario where an organization can use data mining for prediction, association or clustering. Identify potential variables that will be needed for the analysis including their types and sources.
3. Discuss one or more examples of how predictive analytics is used at your organization.
4. Do you see any downsides to the use of predictive analytics in the commercial trucking industry?  Explain.
5. What do you think is the most prominent application area for data mining? Why?
6. Explain why data mining is a process, and why the steps in CRISP-DM are necessary.
7. Why do the first three CRISP-DM steps take the longest in data mining projects?
8. What are the reasons for poor data quality in the current systems used by mining companies? What can be done to improve the quality?
9. How can mining companies benefit from the new BI system proposed by Jessica Crandall?
10. Should WTC build and deliver BI as an application service to its customers?