Week 5, Session 1

**Sharda 4.5 – 4.7;**Articles**: 1) How companies learn your secrets, 2) Fighting fraud with advanced analytics, 3) Am I ready for advanced analytics, 4) Recruiting analytics talent**

1. Give examples of situations in which cluster analysis would be an appropriate data mining technique.
2. What is an ensemble model in data mining?  Discuss the pros and cons of ensemble models.
3. Compare and contrast cluster analysis and classification.
4. Research and provide a critical review of a data mining tool.
5. What would be your top three selection criteria for a data mining tool?  Why?
6. What are some common myths/mistakes related to data mining? How should they be addressed?
7. Based on your own experience, do the ads that you see as you browse the web or the promotions/coupons/offers that you receive more on target than not?
8. What knowledge and skills are needed on a predictive analytics team?
9. How do you see the debate about tracking, data mining and privacy taking shape in the future?
10. Based on fraud alerts, that you may have received from credit-card companies, banks or other financial institutions, discuss the factors/variables that are the likely alert triggers.
11. Identify potential independent variables for predicting fraudulent auto or property insurance claims. Explain why these variables/factors would be good predictors.
12. Discuss any two key requirements for realizing the benefits of advanced analytics.
13. Discuss any two barriers/challenges to the successful adoption of advanced analytics.
14. “Tools will never make up for what may be lacking in analytic ability.” Discuss.
15. Would you make a good analyst or analytics team leader? Explain in terms of your attributes and skills.
16. Discuss any two tips that you found insightful for recruiting and growing analytics talent in an organization.
17. Discuss initiatives, that you were part of or have observed, for building and nurturing an analytics workforce and culture at an organization.