ASSIGNMENT 1

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Problem 3

For each of the following meetings, explain which phase in the CRISP–DM process is represented:

a. **Managers want to know by next week whether deployment will take place. Therefore, analysts meet to discuss how useful and accurate their model is.**

Answer: This is **Evaluation phase** since the deployment is yet to take place and evaluation phase will help the analysts to more thoroughly evaluate the model and review the steps executed to construct the model in order to achieve the business objectives. A key objective is to determine that if any important business issue has been considered adequately or not. At the end of this phase a decision on the use of data mining results should be reached.

b. **The data mining project manager meets with the data warehousing manager to discuss how the data will be collected.**

Answer: This is **Data Understanding Phase**. Here the data is yet to be collected and the managers meet to discuss the data. This phase starts with initial data collection and proceeds with activities in order to get familiar with data, identify data quality problems and discover first insights of data and detecting interesting patterns to provide hypothesis for hidden information.

c. **The data mining consultant meets with the vice president for marketing, who says that he would like to move forward with customer relationship management.**

Answer: This is **Business Understanding Phase.** Here the discussion is about initial business understanding and selection of type of requirements for customer relationship management. This phase focuses on understanding objectives and requirements from business perspective and then converting this knowledge into data mining problems and basic project plan to achieve these objectives.

d. **The data mining project manager meets with the production line supervisor to discuss implementation of changes and improvements.**

Answer: This is **Evaluation Phase** where the changes to results and model will be suggested to discuss implementation of changes and improvements.

e. The analysts meet to discuss whether the neural network or decision tree models should be applied.

Answer: This is **Modelling Phase** where analysis of which model to be used and applied to solve the data mining problem. Depends on problem type various techniques are applied to solve the problem like clustering, classification, decision tree algorithms ,Artificial Neural Networks.