

Solution #1

For each of the following meetings, explain which phase of 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.

Evaluation Phase

The Evaluation Phase determines whether the data mining model achieves the objectives established in the first phase.

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

Business/Data Understanding Phase

Although the data warehouse is identified as a resource during the Business Understanding Phase, the actual data collection takes place during the Data Understanding Phase.

- 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.

Business Understanding Phase

The primary objectives of the business are stated as part of the Business Understanding Phase.

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

Modelling/Evaluation Phase

The requirements of a data mining technique used during the Modelling Phase may cause the process to loop back to the Data Preparation Phase, with the goal of improving data quality. The Evaluation Phase determines whether specific improvements or process changes are required to ensure that all important aspects of the business are accounted for.

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

Modelling Phase

During the Modelling Phase one or more modelling techniques are chosen.