

# *MIS637 - Data Analytics and Machine Learning*

## *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.

**Solution:** This meeting is part of Evaluation Phase. In this meeting accuracy of the Model shall be checked. This is important to decide on where the model address the key features and Business objective what was identified earlier. The outcome of the meeting gives an idea if the model can be deployed and brings Business Value or needs additional round of iterations to address the missing features.

**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.

**Solution:** This meeting is part of Data Understanding phase. In this meeting.

**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.

**Solution:** Business Understanding Process

**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.

**Solution:** Data Understanding phase

**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.

**Solution:** Modelling

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