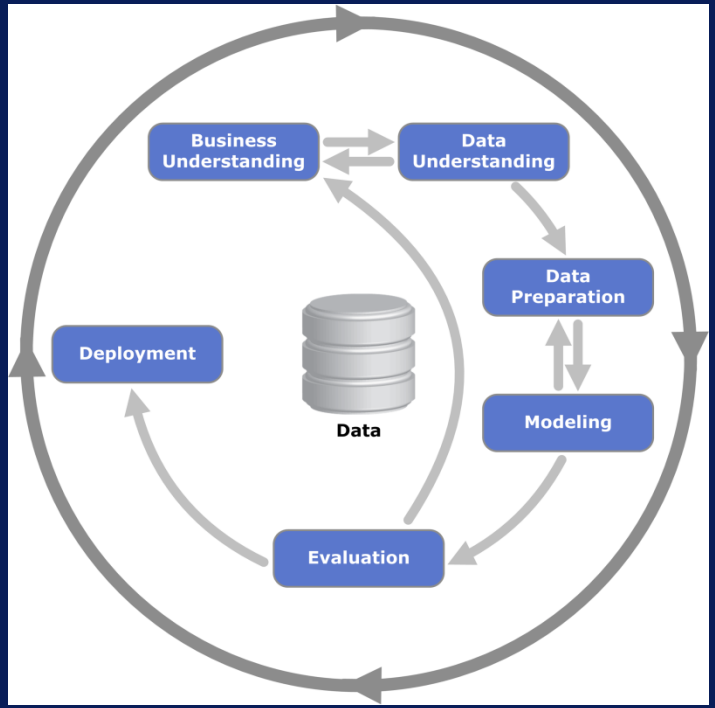
Cross Industry Standard Process for Data Mining (CRISP-DM)

After this video you will be able to..

- Summarize what CRISP-DM is
- List the phases of CRISP-DM
- Describe the goals of each phase

CRISP-DM

CRoss Industry Standard Process for Data Mining



CRISP-DM Phases

- Business Understanding
- Data Understanding
- Data Preparation
- Modeling
- Evaluation
- Deployment

Phase 1 – Business Understanding

- Define problem or opportunity
- Assess situation
- Formulate goals

Phase 2 – Data Understanding

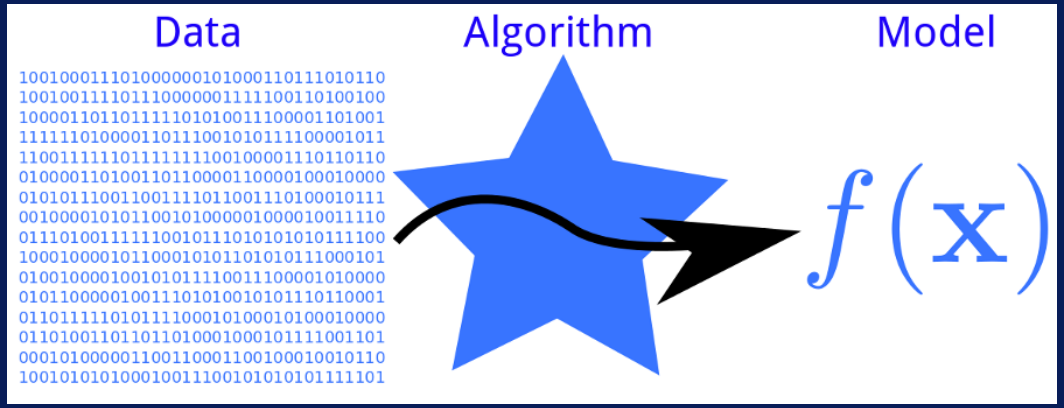
- Data acquisition
- Data exploration

Phase 3 – Data Preparation

- Prepare data for modeling
- Address quality issues, select features to use, process data for modeling

Phase 4 – Modeling

- Determine type of problem
- Select modeling technique(s) to use
- Build model

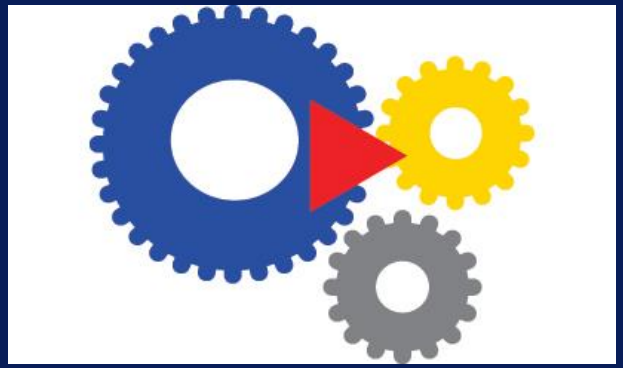


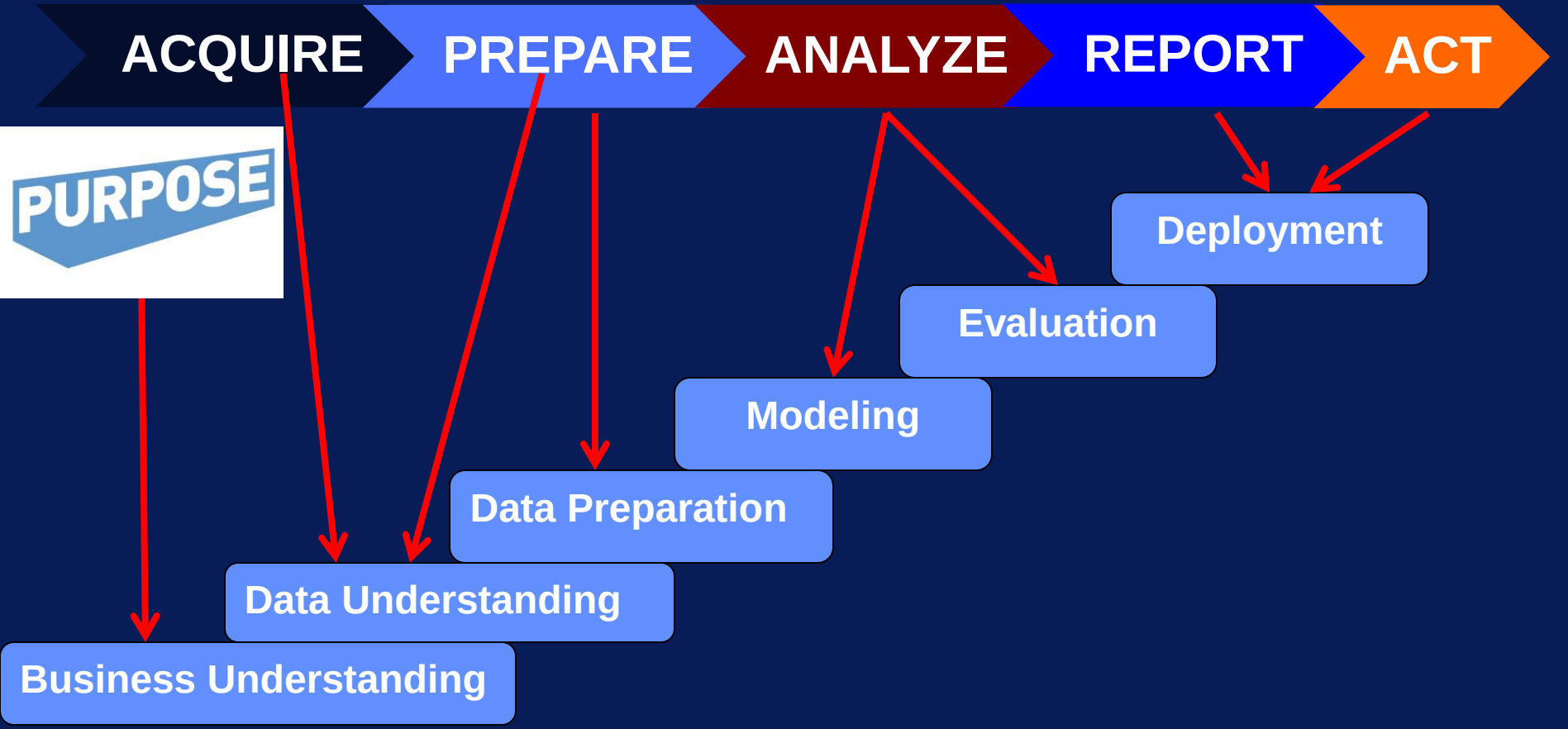
Phase 5 – Evaluation

- Assess model performance
- Evaluate model results with respect to success criteria

Phase 6 – Deployment

- Produce final report
- Deploy model
- Monitor model




ACQUIRE
PREPARE
ANALYZE
REPORT
ACT
PURPOSE
Deployment
Evaluation
Modeling
Data Preparation
Data Understanding
Business Understanding