

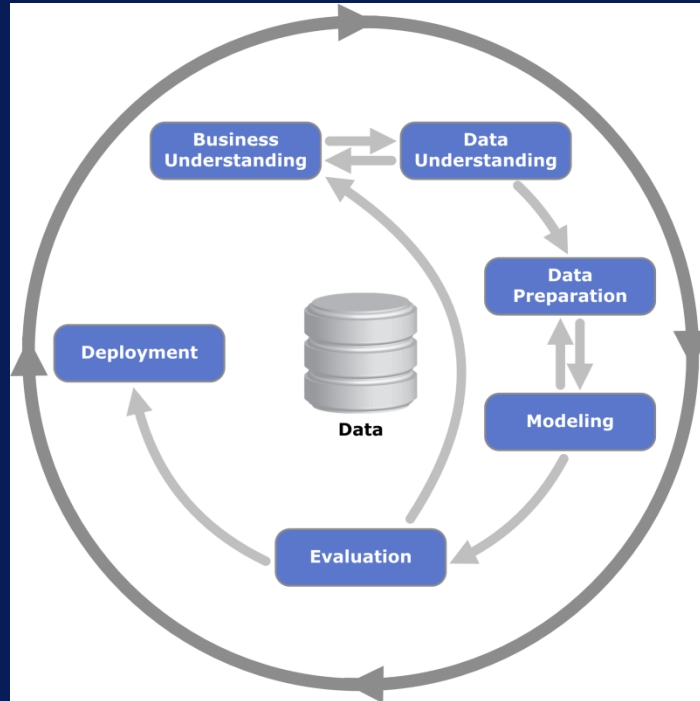
Cross Industry Standard Process for Data Mining (CRISP-DM)

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



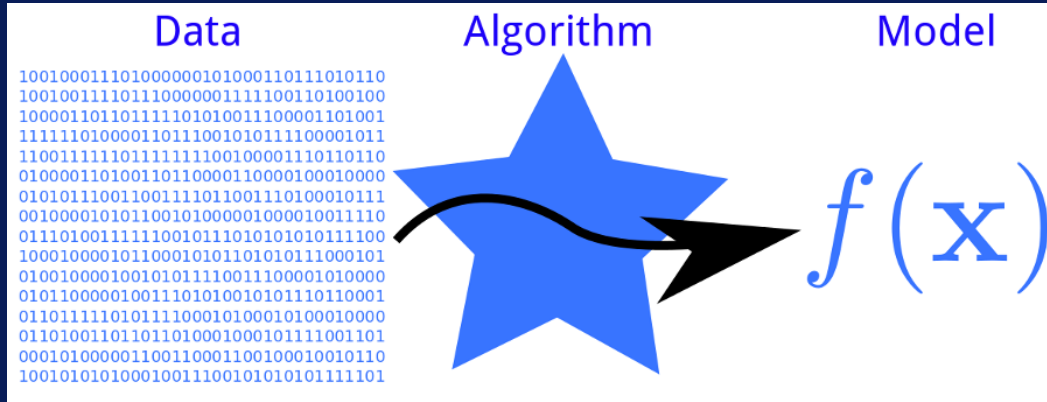
Phase 3 – Data Preparation

- 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



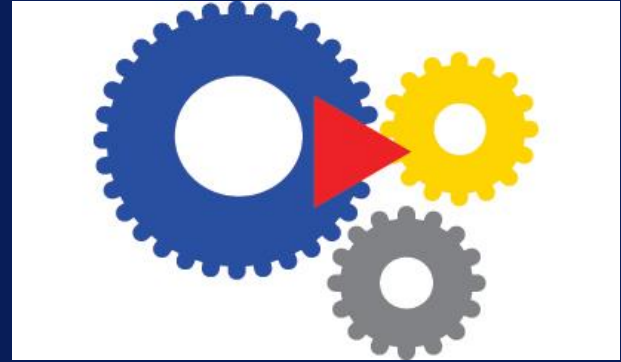
Phase 5 – Evaluation

- **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

