

### COURSE OVERVIEW.

This course is aimed at managers in an organisation who are considering using data mining. The course will cover the main concepts of data mining, the data mining lifecycle, data considerations, the roles and duties of the various people involved in the project, the tasks required at each stage of the lifecycle, issues relating to running of a DM project and a summary of the main data mining techniques and how they can be used to solve business problems.

The course is vendor-neutral and a product neutral presentation of what a data mining project entails and what data mining can do for your organisation.

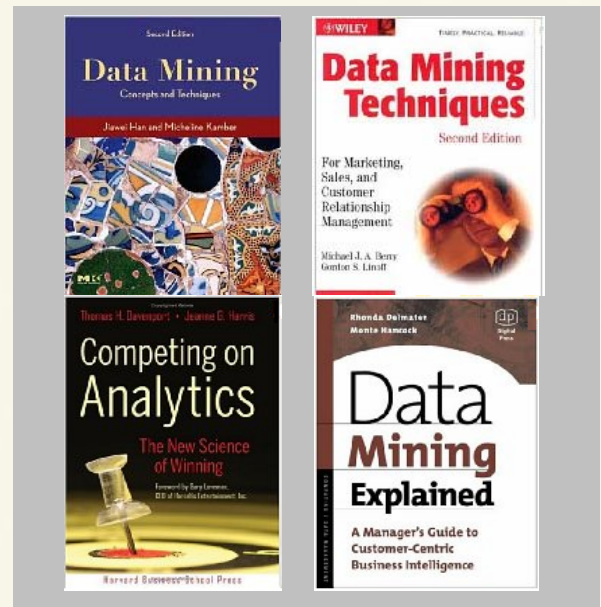
### COURSE SYLLABUS

#### Day1

What is Data Mining ?  
Examples of Data Mining projects  
What are the outputs?  
Data Mining Life Cycle  
Understanding what data you have is key  
Preparing the data

#### Day 2

The Data Mining Process  
Data Mining Techniques / Which one should I use?  
    Association Rule  
    Classification  
    Clustering  
    Link Analysis  
Evaluating the outputs  
Deploying & Integrating Data Mining  
Preparing for a Data Mining Project



### AVAILABLE OPTION

There is an option for the afternoon of day 2 of the course where the client can present a potential project for data mining. The instructor can guide the class on how data mining can be applied to the project, including the goal of the project, expected outcomes, identification of data sources and issues, as well as identifying possible models and how these can be deployed. At the end of this optional session the clients will have an initial plan which they can continue to develop and then implement.

### READING LIST

[Data Mining, Second Edition: Concepts and Techniques, by Han, Kamber & Pei](#)

[Data Mining Techniques: for Marketing, Sales and Customer Relationship Management, by Berry & Linoff](#)

[Competing on Analytics: The New Science of Winning, by Thomas Davenport](#)

[Data Mining Explained: A Manager's Guide to Customer-centric Business Intelligence, by Delamater & Hancock](#)

[Oracle Data Mining: Mining Gold from Your Warehouse, by Carolyn Hamm](#)