



DATA MINING CASE STUDY

Software Selection

[Exclusive Ore Inc.](#)¹

Exclusive Ore Inc. provided consulting services to a Fortune 1000 retailer in support of their data mining software selection process. The target data mining project was a multi-year effort including Market Basket Analysis, Customer Relationship Marketing, Assortment Planning and Promotion Analysis.

The project began with a requirement analysis that identified key elements for evaluating potential software candidates. This analysis specified the data mining project goals, the available level of technical expertise, hardware and RDBMS restrictions, and anticipated data volumes. An initial RFI detailing software requirements was prepared by Exclusive Ore and sent to approximately six eligible data mining software vendors.

Exclusive Ore and the client reviewed the RFI responses resulting in a "short list" of two vendors for further investigation.

Exclusive Ore prepared a comprehensive Request for Proposal which explored such topics as product features and capabilities, user interface, performance and scalability, as well as corporate qualifications and domain expertise of support personnel. Each RFP area focused on the ability of the vendor to satisfy the specific and unusual requirements of the client.

Two-day site visits were arranged with the short-list vendors. These visits, a combination of vendor presentation and hands-on use of the product, were intended to provide the client with a better understanding of how the specific tools would be used to satisfy their requirements.

SUMMARY

As with all major IT projects, selection of appropriate software is essential to a successful data mining experience. There are well over two dozen data mining products marketed today. They range from single algorithm desktop systems to fully scalable multi-model systems (suite products). Their ability to satisfy different data mining project requirements varies dramatically.

To find out more about Exclusive Ore Inc. and its custom solutions to data warehouse, database and data mining problems go to www.exclusiveore.com or click [here](#).

Exclusive Ore Inc.
PO Box 1024
Blue Bell, PA 19422
(215) 643-3110

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