



Data Mining Pilot Study

Delivering Value through Data and Technology

Data mining is at the heart of the hottest strategic applications today. From Customer Relationship Marketing (CRM) to Fraud Detection to Market Basket Analysis, data mining is providing the competitive edge to companies in every major industry — including yours!

Data mining can help add real dollars to your bottom line by extracting strategic and tactical information from your data. Far more than OLAP, data mining automatically finds patterns in data that can be used to increase revenues or decrease expenses.

Interested in getting more from your data warehouse?

Exclusive Ore's pilot study allows you to explore the potential value of data mining to your organization. Using a small, focused project — selected from potential applications in your organization — it provides an invaluable training ground and a solid foundation for future projects.

What does a Pilot Study include?

- One-day course entitled *Introduction to Data Mining* to provide fundamentals of the knowledge discovery process and key data mining technologies.
- One-day orientation to select an appropriate pilot project, establish a project team, identify available data sources, and establish pilot project goals
- Using an appropriate data sample from your warehouse, develop data mining models designed to meet the pilot project goals. Models can be generated using our tools or yours. This part of the study will typically take 3 to 4 weeks.
- One-day presentation of key findings including a walk-through of the modeling process, prototype model results, next steps and potential data mining tools appropriate for your organization.

Exclusive Ore's pilot study lets you observe first hand how data mining can help your organization meet its objectives while you are developing initial expertise in data mining. For more information contact us at (215) 643-3110 or visit www.xore.com

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