

# CASE STUDY

Data Mining

How well we understand Data Mining and delivered fruitful results

## **ABOUT CLIENT**

Data mining is one of the most effective ways organizations can make sense of their data. This technique can be extremely valuable to streamline operations, build accurate sales forecasts, increase marketing ROI, provide valuable customer insights, and much more.

## **CLIENT EXPECTATIONS**

Most businesses wish they could take better advantage of their data to make better, more informed decisions — but that is much easier said than done. Big data is a veritable gold mine in what it has to offer, but managing, analyzing, and deriving insights from it presents a lot of challenges, too.

When you start learning about data management, you come across all this technical jargon and complex definitions that seem to make it all the more complicated.

That's where data mining comes in. It takes everything that's overwhelming about analyzing and managing big data and makes it much more accessible and easier to understand. Data mining can give you important insights that solve problems, reduce risks and costs, identify market opportunities, improve customer experience, and predict customer behaviors and preferences.

## **CHALLENGE**

Like any process that deals with sensitive data — including personal data — your number one concern should be to ensure that all data you're collecting and using has been provided with explicit consent and in full compliance with any applicable privacy laws. This also includes making sure the data is secure throughout all stages of the process, including collection, storage, analysis, all the way to data deletion.

## **THE GOAL**

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

## **PROPOSED SOLUTION**

Data mining is a collection of technologies, processes and analytical approaches brought together to discover insights in business data that can be used to make better decisions. It combines statistics, artificial intelligence and machine learning to find patterns, relationships and anomalies in large data sets..

## **CLIENT TARGETED CATEGORIES**

- Mobile Service Providers
- Retail Sector
- Artificial Intelligence
- Ecommerce
- Science And Engineering
- Automation
- Transportation

## **HOW IT BEGINS**

- We discuss & understand the client's unique business requirements.
- Get data from clients through safe encrypted mediums.
- Start Data mining with the client priority category to cover desirable data.
- Verify the data & address any incorrect & missing information.
- Our expert diligently performs the data mining & further digitizes documents.
- Regularly sharing daily end day productivity reports with clients.
- Verified the audit data and rectified the issues.

- Had weekly client feedback calls to know their feedback for completed data.

## **RESULT**

Data mining is an iterative process that normally begins with a stated business goal, such as improving sales, customer retention or marketing efficiency. The process works by gathering data, developing a goal and applying data mining techniques. The selected tactics may vary depending on the goal, but the empirical process for data mining is the same.

# **Thank You**