

The Fourth Pacific-Asia Conference on  
**Knowledge Discovery and Data Mining**

**Tutorial**

**Track - 1**

*Enterprise Data Mining: Case Studies and  
Integration in the E-World*

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# Enterprise Data Mining

## Case Studies and Towards Integration in the E-World

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### Abstract

Growing globalization and free trade creates an ever-competitive market environment in almost all industry sectors. The rise of e-commerce on the back of the Internet further increases the competitive nature of international trade and finance. Business intelligence, covering technologies from data mining, data warehousing, OLAP, decision support systems, and customer relationship management (CRM), is a core component of success today. However, there are challenges with the wealth of new technology that is rapidly moving from the research laboratories into both commercial and freely available products. Delivering solutions often requires a significant investment, recognising the team exercise involved in the application of statistical and machine learning algorithms to very large collections of data. Bringing these into the enterprise offers many challenges beyond the application of the algorithms

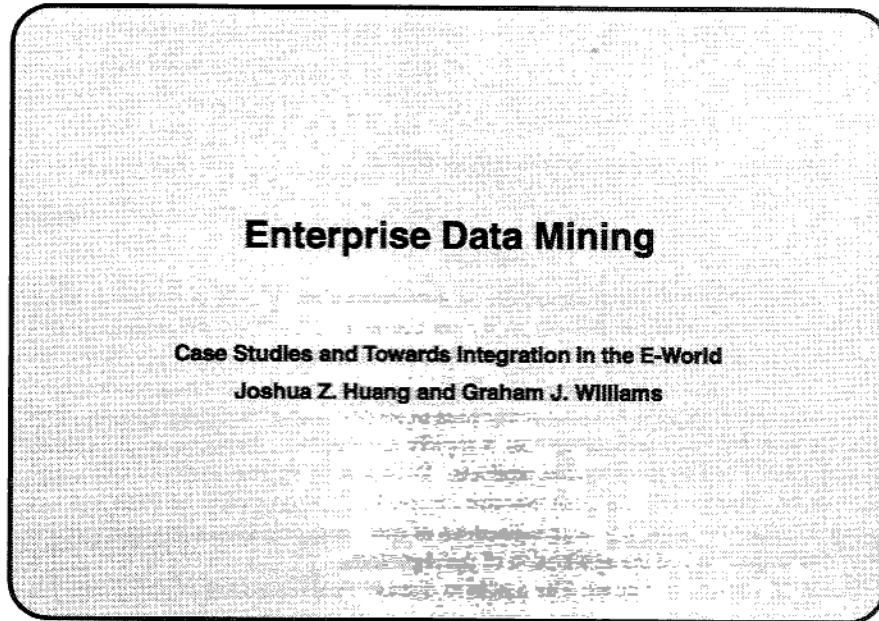
This tutorial will have two themes: The first is to discuss current practices of data mining in the business community based on consulting experiences in Australia and South East Asia. The second theme will explore emerging technology for the integration and delivery of data mining solutions in the e-business world of today, in particular through standards such as XML (the Extensible Markup Language).

Resource Web Page at <http://www.act.cmis.csiro.au/gjw/dataminer/>

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### Introduction and Overview

- An overview of data mining from the point of view of the actual practise of data mining.
- An introduction to the key aspects of the practise of data mining.
- Demonstrations of the deployment of data mining in *direct database marketing*, *churn management*, and *fraud detection*.
- A discussion of where data mining is heading with respect to the delivery of data mining in the e-world.
- An introduction to XML: a technology helping to delivery data mining to the enterprise and through the internet.