

# Week 4 - Assignment

**Due** Monday by 11:59pm

**Points** 8

**Submitting** an external tool

## Data Mining Best Practices

[WLO: 1] [CLO: 4]



Watch this video featuring Dr. Kevin Kuznia, Academic Department Chair.

[Transcript](#) ↓

[https://ashford.instructure.com/courses/81083/files/14937197/download?download\\_frd=1](https://ashford.instructure.com/courses/81083/files/14937197/download?download_frd=1)

Prior to beginning work on this assignment, review Chapter 21 of your textbook.

In this assignment, you will analyze current data mining practices and evaluate the pros and cons of data mining. Provide one example of a company that has successfully practiced data mining and discuss why they were successful. Then, research a company that experienced a failed data mining practice. What data mining best practices could they have implemented to avoid this failure?

In your paper,

- Discuss the industry standards for data mining best practices.
- Identify pitfalls in data mining, including practices that should be avoided.