

- Provide an example of company that has successfully practiced data mining. What steps and precautions did they take to ensure the success of their data mining endeavor? How did they keep customer data safe?
- In a second example, research a company that experienced a failed data mining experience. What pitfalls did the organization fall into? What would you have done differently?

### The Data Mining Best Practices paper

- Must be four to five double-spaced pages in length (not including title and references pages) and formatted according to [APA Style](https://writingcenter.uagc.edu/apa-style) (<https://writingcenter.uagc.edu/apa-style>) as outlined in the Writing Center's [APA Formatting for Microsoft Word](https://writingcenter.uagc.edu/apa-formatting-microsoft-word) (<https://writingcenter.uagc.edu/apa-formatting-microsoft-word>) resource.
- Must include a separate title page with the following:
  - Title of paper in bold font
    - Space should appear between the title and the rest of the information on the title page.
  - Student's name
  - Name of institution (University of Arizona Global Campus)
  - Course name and number
  - Instructor's name
  - Due date
- Must utilize academic voice. See the [Academic Voice](https://writingcenter.uagc.edu/academic-voice) (<https://writingcenter.uagc.edu/academic-voice>) resource for additional guidance.
- Must include an introduction and conclusion paragraph. Your introduction paragraph needs to end with a clear thesis statement that indicates the purpose of your paper.
  - For assistance on writing [Introductions & Conclusions](https://writingcenter.uagc.edu/introductions-conclusions) (<https://writingcenter.uagc.edu/introductions-conclusions>) as well as [Writing a Thesis Statement](https://writingcenter.uagc.edu/writing-a-thesis-statement) (<https://writingcenter.uagc.edu/writing-a-thesis>), refer to the Writing Center resources.
- Must use at least two credible sources in addition to the course text.
  - The [Scholarly, Peer-Reviewed, and Other Credible Sources](https://content.bridgepointeducation.com/curriculum/file/e5359309-7d3c-4a21-a410-44d59303ccef/1/Scholarly%20Peer-Reviewed%20and%20Other%20Credible%20Sources.pdf) (<https://content.bridgepointeducation.com/curriculum/file/e5359309-7d3c-4a21-a410-44d59303ccef/1/Scholarly%20Peer-Reviewed%20and%20Other%20Credible%20Sources.pdf>) table offers additional guidance on appropriate source types. If you have questions about whether a specific source is appropriate for this assignment, please contact your instructor. Your instructor has the final say about the appropriateness of a specific source for a particular assignment.
- Must document any information used from sources in APA Style as outlined in the Writing Center's [APA: Citing Within Your Paper](https://writingcenter.uagc.edu/apa-citing-within-your-paper) (<https://writingcenter.uagc.edu/apa-citing-within-your-paper>) guide.
- <https://writingcenter.uagc.edu/apa-citing-within-your-paper> Must include a separate references page that is formatted according to APA Style as outlined in the Writing Center. See