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Data Management Solutions  
Information Worker Solutions  
Business Intelligence  
Custom Development Solutions

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## Business Intelligence for a Tough Economy: Data Mining

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# Business Intelligence for a Tough Economy Objectives

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1

## *Finance & cost management*

Identify cost cutting opportunities and improve financial visibility



2

## *Operational improvement*

Free cash from operations while keeping your operational strength



3

## *Sales and Marketing*

Strengthen your customer base and find new sources of revenue



# Agenda

- Introduction
- Native Data Mining 2008 Algorithms Overview
- Data Mining Development Process with BIDS 2008
- Demo: Forecasting Adventure Works Sales for 2010
- Demo: Recommending Items to Adventure Works Customers
- Summary
- Q&A

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# Introduction

- What is data mining?
- Current Microsoft Data Mining Stack
  - Analysis Services 2008
  - Excel 2007 with Data Mining add-ins
  - Integration Services 2008
  - Native and Custom Reporting Applications via ADOMD & DMX
  - Native and Custom Administrations Application via AMO



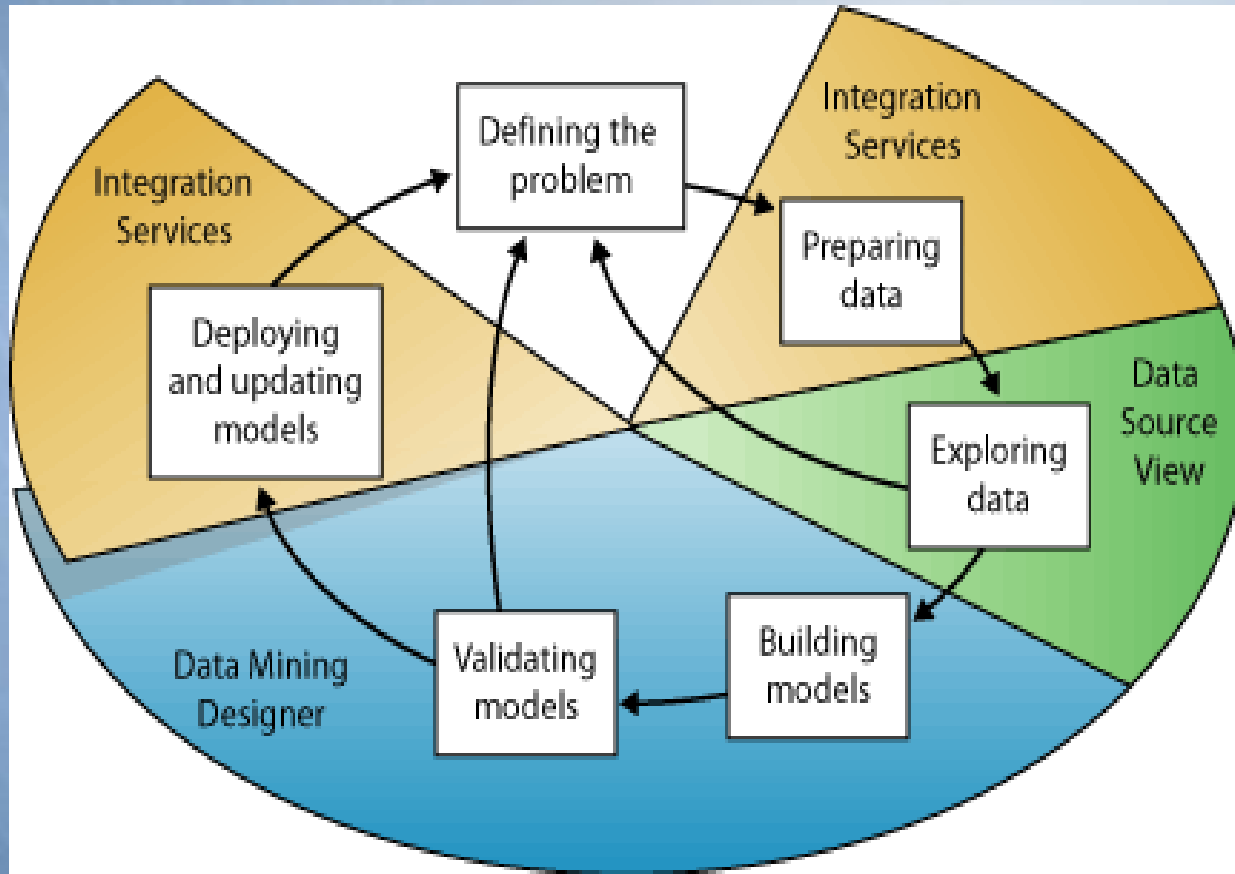
# Native Data Mining 2008

## Algorithms Overview

- Recommendations
  - Association Algorithm
- Segmentation
  - Clustering Algorithm
- Classification
  - Decision Trees Algorithm
  - Linear Regression Algorithm
  - Neural Network Algorithm
  - Logistic Regression Algorithm
  - Naive Bayes Algorithm
- Sequencing
  - Sequence Clustering Algorithm
- Forecasting
  - Time Series Algorithm
    - » ARTxp
    - » ARIMA



# Data Mining Development Process with BIDS 2008



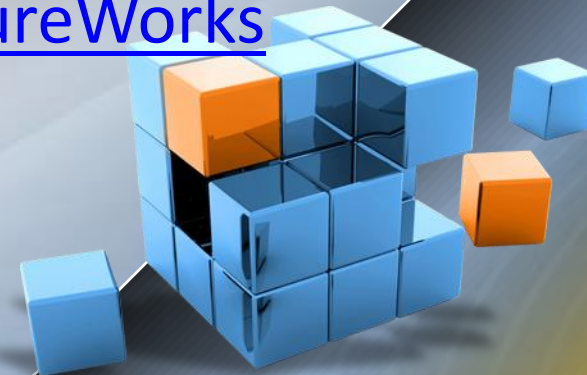
# Demo: Forecasting Adventure Works Sales for 2010

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## Demo

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[www.comframe.com/downloads/AdventureWorks  
\\_ForecastingSales.pdf](http://www.comframe.com/downloads/AdventureWorks_ForecastingSales.pdf)



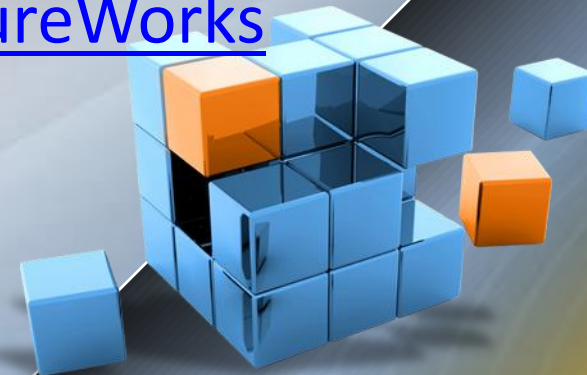
# Demo: Recommending Items to Adventure Works Customers

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## Demo

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[www.comframe.com/downloads/AdventureWorksRecommendedItems.pdf](http://www.comframe.com/downloads/AdventureWorksRecommendedItems.pdf)



# Summary

- Data Mining is to extract hidden valuable pattern/information from data
- Microsoft SQL Server 2008, through BIDS and other tools, supports the entire Data Mining development process
- SSAS 2008 supports many Mining Algorithms for various categories
- Excel 2007 data mining add-ins is a reporting tool for Mining Model

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# Q & A

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