

Case Study of Data Mining Process - The Case of Korean 'A' Bank Project -

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1.Introduction

Currently, the Korean market might be represented from two mainstreams. The first is the supply exceeds the demand. The Second, the competition around the various kinds of the business is getting acute. They are caused from a variety of the customer needs and increasing of ones. According to them, the various media such as the internet marketing, cell phone marketing, and call center are coming to us. Due to a variety of the marketing media, enterprises have more opportunities to touch with customers. In addition, the necessities to take advantage of these opportunities there are various contact points with customers come to be important.

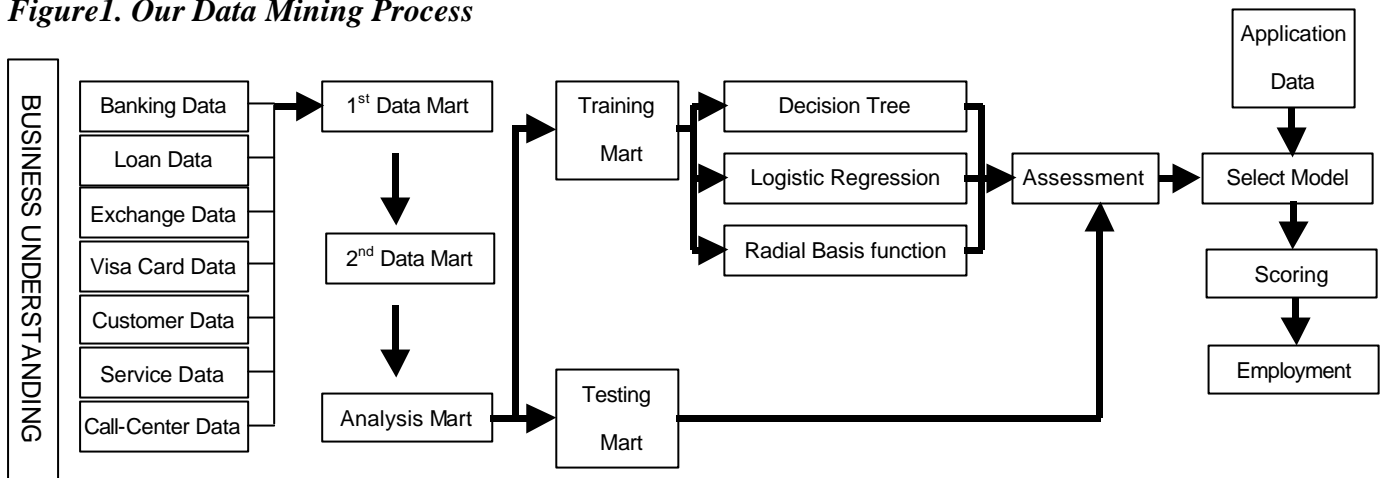
Data warehouse was an operational database in the late of 1980 and has been changing as being an information database since 1990. With the data warehouse establishment and requirements of using the data warehouse in order to support marketing, database marketing(DBM), data mining(DM), and customer relationship management(CRM) are issued.

This paper addresses how data mining, that is a technique to enable to discover knowledge from a deluge of data, is used in an executed project in order to support decision making of an enterprise.

Concretely, development of scoring model in domestic bank industry is given as an example. This scoring model is for selecting a target group who is likely to purchase a specific product(Baek, 2000).

There are many methodology in data mining, like a CRISP-DM(Pete and Julian,1999), SEMMA(SAS, 1997), 2P etc. In this project, we applied CRISP-DM methodology and data mining goal is “cross product sales to existing customers and give useful insights into the relationships”.

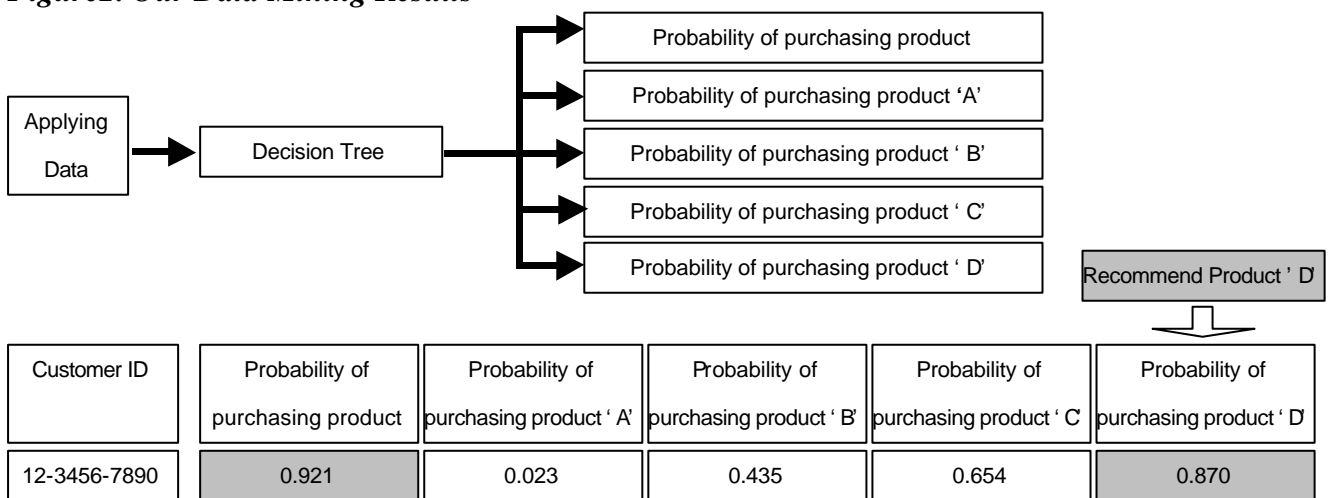
Figure1. Our Data Mining Process



2.Results

Applying our data mining process, the final output is given as in the below figure.

Figure2. Our Data Mining Results



REFERENCE

- Kwang-Real Baek (2000). *The Development of Target list scoring Model using Data Mining*, Unpublished., M.D. dissertation, Department of Mathematics, Hoseo University .
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