Phases

Business Understanding
- Identify project objectives

Data Understanding
- Collect and review data

Data Preparation
- Select and cleanse data

Modeling
- Manipulate data and draw conclusions

Evaluation
- Evaluate model and conclusions

Deployment
- Apply conclusions to business

**Generic Tasks**

**Specialized Tasks**
(Process Instances)

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**Data Mining Life Cycle**

**Determine Business Objectives**
- Background
- Business Objectives
- Business Success Criteria
  (Log and Report Process)

**Assess Situation**
- Inventory of Resources, Requirements, Assumptions, and Constraints
- Risks and Contingencies
- Terminology
- Costs and Benefits
  (Log and Report Process)

**Determine Data Mining Goals**
- Data Mining Goals
- Data Mining Success Criteria
  (Log and Report Process)

**Produce Project Plan**
- Project Plan
- Initial Assessment of Tools and Techniques
  (Log and Report Process)

**Collect Initial Data**
- Initial Data Collection Report
  (Log and Report Process)

**Describe Data**
- Data Description Report
  (Log and Report Process)

**Explore Data**
- Data Exploration Report
  (Log and Report Process)

**Verify Data Quality**
- Data Quality Report
  (Log and Report Process)

**Data Set**
- Data Set Description
  (Log and Report Process)

**Select Data**
- Rationale for Inclusion/Exclusion
  (Log and Report Process)

**Clean Data**
- Data Cleaning Report
  (Log and Report Process)

**Construct Data**
- Derived Attributes
  Generated Records
  (Log and Report Process)

**Integrate Data**
- Merged Data
  (Log and Report Process)

**Format Data**
- Reformatted Data
  (Log and Report Process)

**Select Modeling Technique**
- Modeling Technique
- Modeling Assumptions
  (Log and Report Process)

**Generate Test Design**
- Test Design
  (Log and Report Process)

**Build Model Parameter Settings**
- Models
- Model Description
  (Log and Report Process)

**Assess Model**
- Model Assessment
  Revised Parameter
  (Log and Report Process)

**Evaluate Results**
- Align Assessment of Data Mining Results with Business Success Criteria
  (Log and Report Process)

**Approved Models**
- Review Process
- Review of Process
  (Log and Report Process)

**Determine Next Steps**
- List of Possible Actions
  Decision
  (Log and Report Process)

**Plan Deployment**
- Deployment Plan
  (Log and Report Process)

**Plan Monitoring and Maintenance**
- Monitoring and Maintenance Plan
  (Log and Report Process)

**Produce Final Report**
- Final Report
- Final Presentation
  (Log and Report Process)

**Review Project**
- Experience
- Documentation
  (Log and Report Process)

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**SOURCE**
CRISP-DM 1.0
http://www.crisp-dm.org/download.htm

**DESIGN**
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