

Currently the research activity of the lab is mainly devoted to five main themes:

- 1) Associative models for web usage mining
- 2) Statistical models for credit and operational risk management
- 3) Predictive models for text mining
- 4) Statistical models to predict churn behaviours
- 5) Graphical gaussian models for genomic mining

Since 2001 SAS Enterprise Miner has been used with very good educational attainments in teaching and research in the data mining laboratori of the University of Pavia. In teaching it is used as main software for courses in data mining and business intelligence taught at the Faculties of Engineering and Economics, and at the International Master degree in Methods for the Management of the Complex systems. It is also being used in a data mining course developed in collaboration with SAS training, aimed at company professionals, and taught at the University of Pavia.

In research it is being used in developing statistical models for data mining, in the following areas: web usage mining, CRM models, churn models, credit and operational risk management, text mining. On these areas the laboratory has developed research papers, published in international scientific journals and volumes, for which SAS EM has been essential. Finally, SAS EM is being used in the development of PhD thesis research projects. Professor Giudici “SAS is very valuable for research and teaching purposes.”