

## *M2005 Recap*

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## Conference Statistics

- Conference was held during the week of Oct. 24<sup>th</sup> 2005 in Las Vegas, Nevada
- World's largest data mining conference
- More than 700 attendees -18 countries and 43 states
- Over 300 business, academic and government organizations
- 50 speakers and more than 30 presentations





## The Speakers

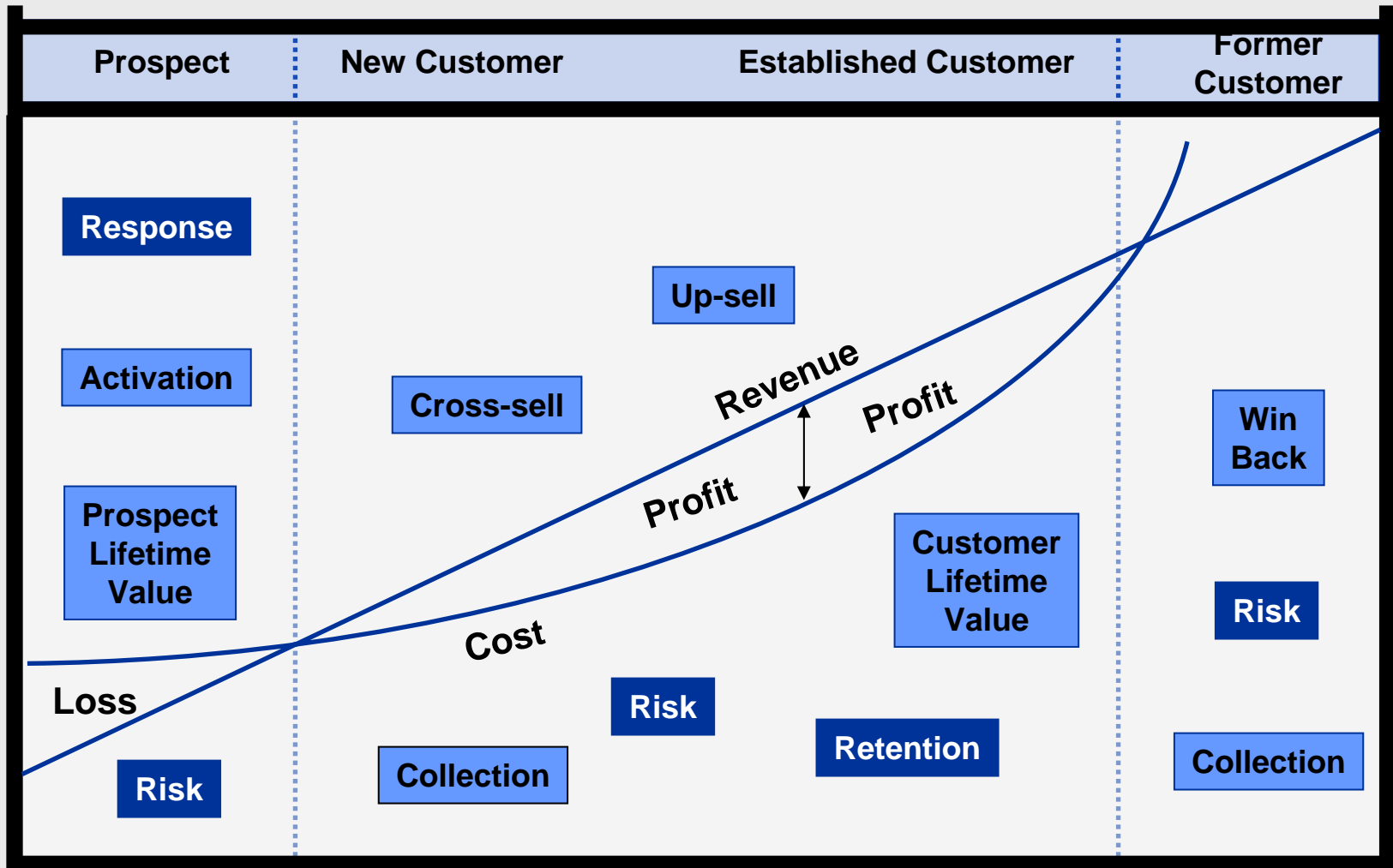
- **Industry experts and well known authors**
- **David Hand, Imperial College in London**
- **Michael Berry, Data Miners**
- **Olivia Parr-Rud, OLIVIA Group**

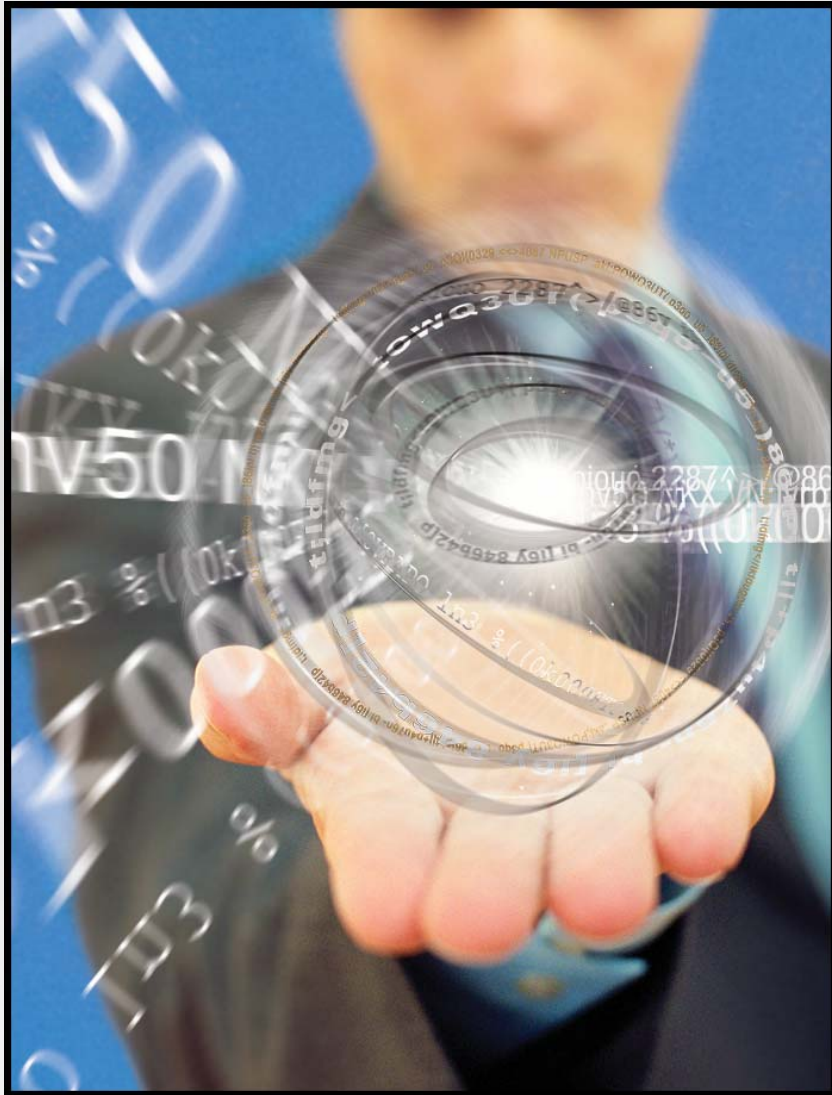
# Interesting Tidbits

- Data mining is not just for “for profit” organizations anymore as Gregory Smith from WWF points out: “ My goal is to run this non-profit organization like a for-profit organization”.
- David Salzberg Ten percent of the data is..... Not true, not correct, not categorized correctly, and not in the units of measurement you think it is in
- David Hand “Data mining is a never-ending process”
- Johannes Gehrke .... “Privacy Preserving Data Mining”... “Servers should not learn too much about an individual; when they do, a privacy breach occurs”
- Jay Coleman, Allan Lynch, and Mike Dummond PROBIT function within college sports [DanceCard.unf.edu](http://DanceCard.unf.edu)

## The Customer Life Cycle – Modeling Opportunities

Source: OLIVIA Group (2005)





The End