



## DATA MINING ASSESSMENT SERVICE

This service is designed to provide a foundation for discovery of critical business patterns and trends, which will help your organization know your customers better. Data mining consists of many different types of applications. These include, but are not limited to, fraud detection, credit scoring, customer segmentation, market basket analysis, sequence analysis, and time series analysis.

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### Deliverables

- On-site assessment, which may include reviewing data, modeling target, and defining goals.
- An architecture meeting to get an understanding of your environment, to design an appropriate data mining schema, and to determine reporting needs.
- One data mining model with any necessary variable transformations (stand alone value of 50K).
- Knowledge transfer for key staff to provide a technical overview and guidance to support future customization.
- Overview presentation that details key concepts and functionality and a full demonstration of service reports and capabilities.
- Project summary document.



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### Customer Prerequisites

- Provide resources with expertise in key areas, for the duration of the service.
- Ensure that data requirements include one data source, 50 inputs, one target (optional). No more than one target will be identified.
- Provide data that is cleaned, pre-processed, and deemed "ready to mine" by the SAS team.

Please note that your organization is responsible for validation of the data and business value of the data mining results. SAS can assume this responsibility for you, but it will affect the pricing model below.

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### Price

- The Data Mining Service is a fixed-price engagement to be determined upon assessment and scope of the project. The average service price for this type of service is \$20,000, based on rates of \$2,000 per day and a 10-day duration. Standard SAS fees for our analytic experts are \$2,500/day. Taxes, travel, project management, data preparation and cleansing or any other service than the offered Data Mining expertise are not included in this offer.

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## Data Mining Project Methodology

In order to be applied successfully, the SAS® Data Mining solution must be viewed as a process rather than a set of tools. SEMMA (Sample, Explore, Modify, Model, Assess) is a methodology that clarifies this process. Beginning with a statistically representative sample of your data, SEMMA makes it easy to apply exploratory statistical and visualization techniques, select and transform the most significant predictive variables, model the variables to predict outcomes, and confirm a model's accuracy. Here's a quick look at each step in the SEMMA process:

- **S**ample your data by extracting a portion of a large data set big enough to contain the significant information, yet small enough to manipulate quickly.
- **E**xplore your data by searching for unanticipated trends and anomalies in order to gain understanding and ideas.
- **M**odify your data by creating, selecting, and transforming the variables to focus the model selection process.
- **M**odel your data by allowing the software to search automatically for a combination of data that reliably predicts a desired outcome.
- **A**ssess your data by evaluating the usefulness and reliability of the findings from the data mining process.

A high level overview of this data mining methodology is given below:

