



Hong Kong Baptist University
Statistics Research and Consultancy Centre and
Department of Marketing

Workshop on Data Mining in Business

By

Dr. Zhang Yanning

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Date: 7 June, 2005

Time: 9:00 – 12:00 , 13:30 – 15:30

Venus: LT1

Dr. Zhang got his Ph.D. degree in statistics from Stanford University. He has over 15 years of experience in the applications of Data Mining in business.

The workshop is going to explore the applications of Data Mining in Business. The workshop will be divided into two sessions:

- Morning session
 - Introduction to CRM (Customer Relationship Management)
 - 2 kinds of CRM - operational CRM and analytic CRM
 - CRM and Data Mining
 - Data mining process and common issues
 - Database Marketing - how to select best customers
 - Statistical Modeling - Decision Tree vs. Scoring models

- Afternoon session
 - Characteristics vs. Behavior (Profile vs. RFM)
 - CRM focus - Customer Profile and Lifetime Value (profitability)
 - Current CRM and data mining market trend
 - Market demand on financial and marketing analysts
 - How to become a good marketing analyst

For further information, please contact Mr. Kenny Yeung

by

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All are welcome!