DATA MINING CONCEPTS AND PRACTICAL RESEARCH

This workshop will look at this currently fashionable topic from both a theoretical viewpoint and also report some of the practical issues involved in research in an insurance context.

What is data mining? A series of definitions will be presented and discussed, and a working version used for the workshop.

What techniques are involved? A broad range of artificial intelligence and traditional tools are likely to be available. The methodologies of the major new techniques will be covered briefly.

How appropriate is data mining? Many organisations are developing data warehouses with detailed customer behaviour. What is likely to be of value to insurance in this context?

How effective is data mining likely to be? The comparative evaluation of artificial intelligence, traditional statistical. and manual decisioning will be briefly covered in this context.

What can be learned from practical research? A leading data mining software package will be demonstrated and some practical insights discussed.

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