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What Data Mining Isn't

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ABSTRACT

Increasingly, data mining has become part of the public consciousness.

Well-publicized examples of successful business applications of data mining compete on the front pages with examples of omnipresent personal data being used for bad purposes. To some people, the phrase "data mining" conjures up thoughts of building valuable predictive models or learning more about customers; to others, it implies a nightmarish Big Brother society ripe with identity theft and privacy violations.

Business are increasingly turning to data mining solutions to transform their vast amounts of data into profitable, actionable information.

However, "data mining" is ill-defined, and its promises and pitfalls are not well understood. In this talk, I will share some of my experiences applying vast stores of communications information to important business problems at AT&T, including fraud detection, recommender systems, and social network marketing.

No paper was submitted for publication.

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