

The Seven Deadly Sins of Data Mining – and How to Avoid Them

Richard De Veaux

Department of Mathematics and Statistics, Bronfman Science Center,

Williams College, Massachusetts, USA

E-mail: Richard.D.De.Veaux@williams.edu

Abstract. Every day, organizations accumulate data from a variety of sources. Successful organizations fuel their strategic decision making with insights from data mining. Through data mining, they are building predictive and descriptive models by uncovering trends and patterns in vast amounts of data.

But much can go wrong in the data mining process, even for trained professionals. In this talk, we'll discuss case studies from a range of industries to illustrate the potential dangers and mistakes that can frustrate problem-solving and discovery – and that can unnecessarily waste resources.

