



A Little History on Methodologies for Data Analytics

- ❖ Machine learning, knowledge discovery from data - strong development in the 1990s.
- ❖ KDD process - methodology from academia
- ❖ CRISP-DM - successful tool from industry
- ❖ 1996 - an European Union project - five partners from industry: SPSS, Teradata, Daimler AG, NCR Corporation and OHRA, an insurance company
- ❖ SEMMA, refers to one of its five steps: Sample, Explore, Modify, Model and Assess.



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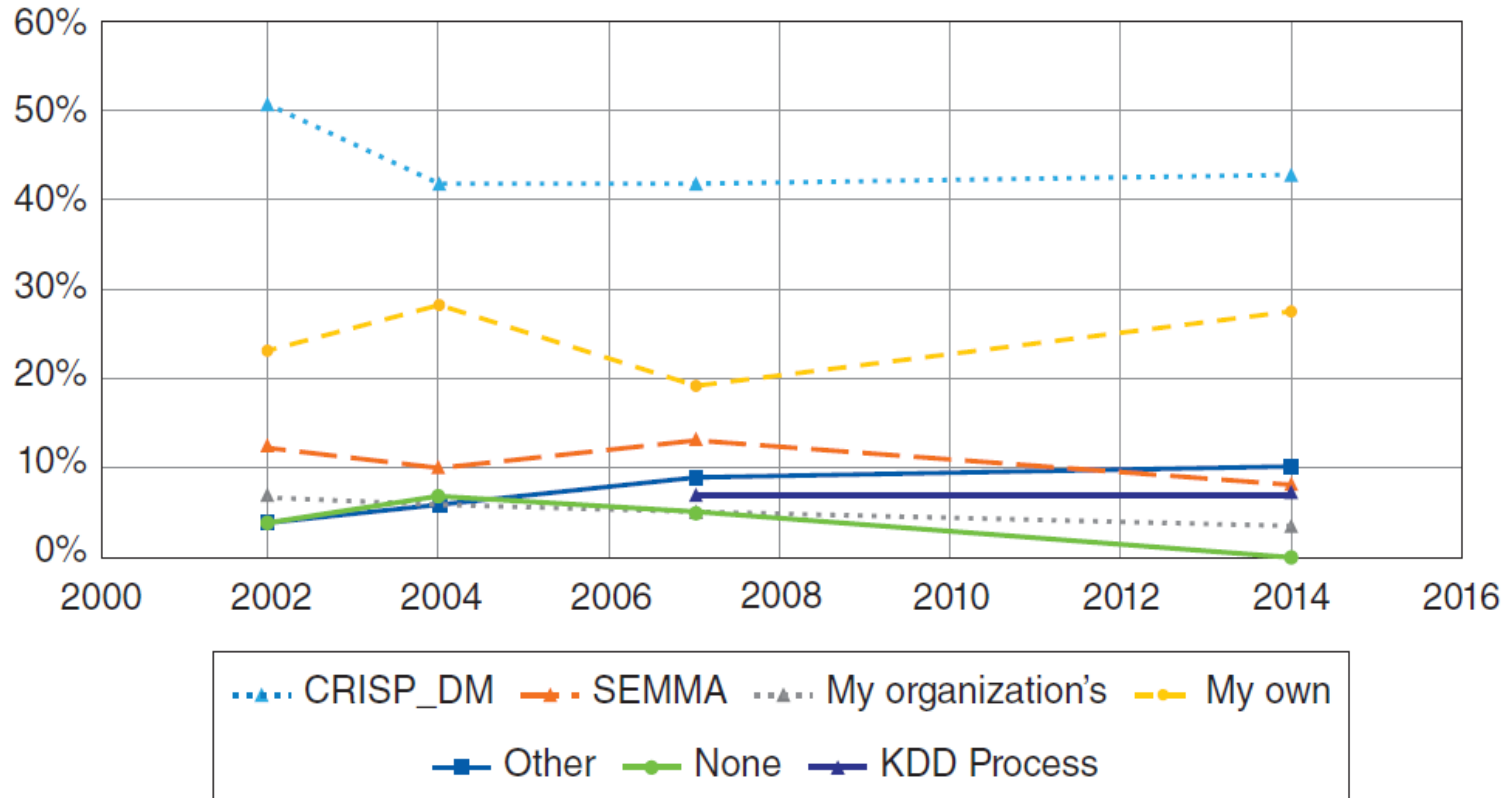


Figure 1.2 The use of different methodologies on data analytics through time.



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- Historically speaking, a simple definition of analytics is “the study of analysis.” A more useful, more modern description would suggest “data analytics” is an important tool for gaining business insights and providing tailored responses to customers.
- Data analytics, sometimes abbreviated to “analytics,” has become increasingly important for organizations of all sizes. The practice of data analytics has gradually evolved and broadened over time, providing many benefits.



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- In Sumeria in ancient Iraq, scribes produced lists of ploughmen employed by the state and preserved this data on clay tablets making the first database in the process. These inscriptions also calculated their wages directly from this raw data, so the discipline of data analytics was born too.

