

CARRIE BEAM CONSULTING

Data Mining Opportunity Evaluation Scorecard

Good Opportunities:	This Project (notes):	Yes	No
Clear numeric or binary target			
Sufficient data (1000+)			
Data in numeric/category form			
Data already in spreadsheet/database			
Either exploratory or predictive			
Desire to screen through large number of possibilities			
No open-ended questions			
No anecdotal evidence			
No data on paper			
All data in standard format			

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