MOTIVATION

• What is a key performance indicator?
• What is the need for a KPI tool?
• Use data mining to generate the data for KPI
• How are data mining methodologies used in a software/tool?
  • CRISP-DM
CONCRETE EXAMPLE

• A Software tool for online courses
• Common problems faced by these platforms
  • Lack of engagement
  • Maintaining popularity of a course
  • Creating high quality content
• What are some KPIs that can be implemented for such tools
  • Dropout information for a course
  • Time spent on activities
  • New vs Active users
PROPOSED WORK

• Develop a Web Based Interactive tool that visualizes KPIs and forecasts using Data Mining techniques
  • Use C# and SQL Server
  • Use Telerik controls
  • Develop using CRISP-DM Methodology
  • Perform a case study on a product usage/sales data
  • Address issues
RESULTS AND EVALUATION

- Implementation should use CRISP-DM methodology.
- The end-product should use data mining techniques to visualize the data.
- KPI should be developed and displayed.
- The tool should be easy to use.
- No prior knowledge of data mining should be required to use it.
- The tool should be suitable for its use case.
- The tool should be generic.
BACKGROUND AND RELATED WORK

  - Problems with data mining tools
  - Can the tool be generic?
  - How are the data mining methodologies implemented in software tools?
  - Addressing the gap of usage of these methodologies in the tool.
**MILESTONES**

[Milestone 1]
- Write a proposal
- Begin tool development

[Milestone 2]
- Define and develop KPIs for the Use case

[Milestone 3]
- Generate forecasts and analyze the results
- Write a report
QUESTIONS