

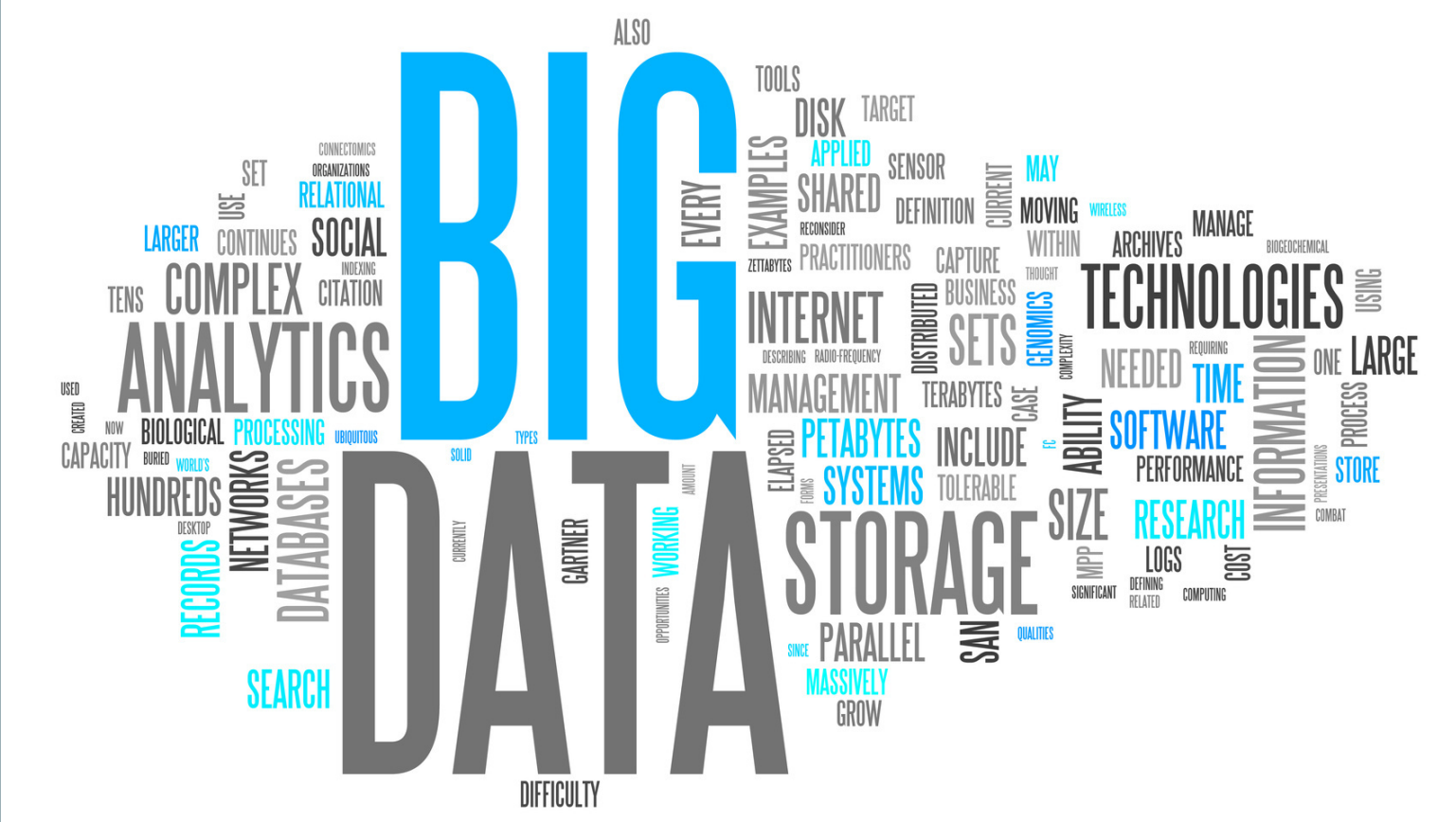


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THE IMPACT OF DATA MINING ON BUSINESS PROFITABILITY

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DATA MINING IS
THE DIRECTION
OF HUMAN
SOCIETY



PURPOSE OF STUDY



Research questions



Limitations of the study



Assumptions

WHAT IS THE IMPACT OF COMPANIES USING DATA MINING TO DEVELOP PERSONALIZED ADVERTISING ON THEIR PROFITABILITY?

- H0: There is no impact between companies using data mining to develop personalized advertising on their profitability.
- HA-1: There is positive impact between companies using data mining to develop personalized advertising on their profitability.
- HA-2: There is negative impact between companies using data mining to develop personalized advertising on their profitability.

LIMITATIONS OF THE STUDY

- The study will focus on information related to the sale of clothes and will not cover other items.
- The sample group will be limited to those managerial level employees work at Nordstrom store.
- The study will focus on 48 Nordstrom stores in Montana, Wyoming, Colorado, New Mexico, North Dakota, South Dakota, Kansas, Oklahoma, Nebraska, Texas, Iowa, Missouri, Arkansas, Louisiana.
- The survey questionnaire designed by only one the researcher.

ASSUMPTIONS

- All 214 participants are managerial level employees who work at Nordstrom stores in the Midwest 14 states.
- All participants will answer the survey honestly.
- Participants understand the purpose and the content of the research.
- Researcher doesn't have relationship with participants.
- The number of participant responses will be sufficient to draw general conclusions about the operations of companies in a given geographical area.



RESEARCH

- Research design
- Population sample
- Assessment instrument
- Data analysis procedures
- Role of the researcher
- Validity and Reliability

THANK YOU FOR WATCHING