A Case Study to Introduce Microsoft Data Mining in the Database Course

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ABSTRACT

The content of the database management systems course in the business curriculum has remained stable covering conceptual data modeling, relational database design and implementation, structured query language (SQL), application development, and database administration. Given the breadth and the depth of needed coverage, there is little opportunity left for the instructor to introduce data warehousing concepts in any depth let alone to cover predictive analytics. This paper presents a market basket analysis case study that successfully leverages SQL coverage in the course to introduce students to Microsoft data mining algorithms for predictive analytics. The phased presentation of the case study and the pedagogical opportunities it presents are discussed.

Keywords: Business Curriculum, Database Course Content, Microsoft Data Mining, Market Basket Analysis