

Associate editors?

I am still seeking associate editors to report on interest groups and of proENBIS. Any volunteers? Next month I hope to report on progress towards a case studies magazine for ENBIS

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Copenhagen 2004

The fourth annual meeting of ENBIS will be in the Scandic Hotel, Copenhagen from 20 to 22 September 2004.

Roland Caulcutt will lead a pre-conference training course on Sunday 19 September on Consultancy Skills.

Immediately after the conference (22 to 24 September) there will be a training workshop presented by Soren Bisgaard, Ronald Does and Jeroen de Mast.

More details will be announced on the ENBIS events webpage www.enbis.org/events

SBI section in ISI?

The International Statistical Institute (ISI) has a *Statistics in Business and Industry* committee. This committee has been working on obtaining a section status in the ISI and has identified many individuals around the world who may consider joining this future section. We are contacting such individuals to see whether they would consider joining such a section. This would not be a commitment to join. We are trying to see how many people would have such an intention and interest.

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Look at:
www.public.iastate.edu/~sbi

Pharmaceutical interest group

A new interest group on non-clinical pharma was formed in Barcelona at the annual meeting in August. Our perception is that there is no such group in Europe, but our first action point is to find similar groups within other organisations such as PSI, EFSPI, DIA, PQRI, PDA.

Our first theme will be to share software reviews on statistical software for teaching non-statisticians to use statistical methods. Other themes will be topics where we can all gain from a common understanding and harmonised response such as towards the regulatory authorities regarding guidelines for: out-of-specifications, stability calculations, specification setting and method validations.

Applied Data Mining: Statistical Methods for Business and Industry

by Paolo Giudici provides an accessible introduction to data mining methods in a consistent and application oriented statistical framework.

He describes six case studies, taken from real industry projects, highlighting the current applications of data mining methods. The book is primarily aimed at advanced undergraduate and graduate students of data mining, applied statistics, database management, computer science and economics. The case studies give guidance to professionals working in industry on projects involving large volumes of data, such as in customer relationship management, web design, risk management and, more broadly, marketing, economics and finance.

Paolo Giudici is an Associate Professor of Statistics and Head of the data mining laboratory at the University of Pavia.

http://economia.unipv.it/pagp/pagine_personali/pgiudici/giudici

www.wiley-europe.com/WileyCDA/WileyTitle/productCd-0470846798.html

Local Networks present Data Mining

Data mining is described as the process of selection, exploration and modelling of large quantities of data to discover patterns and relationships that will yield useful results. Applications exist in many fields, particularly in business marketing and general strategy but also in medicine, sociology and other sciences where data may have been generated without the guidance of designed surveys or experiments.

Two local networks, bENBIS and dENBIS, have recently had meetings at which methods and applications were described. They were both well attended by people from local businesses and other institutions as well as by members of ENBIS.

dENBIS

The Danish Society for Applied Statistics (FAST) and the Danish Operations Research Society (DORS) joined with dENBIS in hosting a meeting at Novo Nordisk A/S.

The main speaker was Dr Dan Steinberg, CEO of Salford Systems which markets several software tools for data mining with decision trees. He described two of these, CART and Treetnet.

Dan focused on classification problems such as: recognition of customers most at risk of switching to a competitor; recognising loan applicants most likely to default; and recognising unsafe product designs. He said that data mining methods had for some time been applied in the bioinformatics world, originally to problems of drug discovery, selection of patients for clinical trials, and epidemiological studies. The number of researchers using these methods had grown considerably recently and the range of methods had as well. For example, CART has been used extensively in the

analysis of proteomics and genomics data. Treetnet stochastic gradient boosting has been used for the analysis of DNA micro array data.

See: www.salford-systems.com

bENBIS

In October there was a meeting of proENBIS in Brussels. bENBIS arranged a workshop on data mining in Leuven as a satellite to the proENBIS meeting so that several international speakers could be invited. Paolo Giudici started with a primer on data mining and Marco Saerens presented an overview of the main data mining actors in Belgium. The first example to be presented was on customer relation management by Andrea Ahlemeyer-Stubbe. Paolo Giudici illustrated the use of data mining for Web click stream analysis. Jorge Maruzabal concluded the workshop with the presentation of an evolutionary algorithm for pattern extraction in classification.

All presentations of the workshop are available on the bENBIS website www.stat.ucl.ac.be/B-ENBIS.