**Chapter 3: Business Performance Management**

1. What is BPM? Slide 6 (Biz processes, methodologies, metrics, and technologies to measure biz performance)
2. BPM vs BI. Slide 7 (BMP = BI + Planning)
3. BPM Processes. Slide 8 (Strategize, Plan, Monitor, Act)
4. Question: Write your obituary

↓KPIs

1. Vision 🡪 Mission 🡪 Objectives🡪Goals🡪Strategy🡪Tactics🡪 Resources-🡪Results

<------------What--------------------><------------------How----------------------------- ><Monitor>

1. Question: Could you run your life as a company? What would be the role of BPM?
2. Monitor: How are we doing? Slide 15 *Discuss Diagnostic Control Systems (monitor performance and correct deviations from standard)*
3. Act and Adjust: What should we do differently? Slide 18 and 19
4. What is a performance measurement system? Slide 21
5. What are KPIs? Slide 22
6. Leading vs Lagging KPIs. Slide 23
7. BPM Methodologies
   1. What is BSC? Slide 28, 29, and 31
   2. What are some examples of BSCs? Slide 33
8. What is Six Sigma? Slides 35 and 36
9. What is a performance Dashboard? Slides 41, 42 and 43
10. Dashboard design. Slides 45 and 46

**Chapter 3: Data Mining**

1. What is Data Mining? Process of identifying patterns in data. Slide 9
2. Data mining is the intersection of many disciplines. Slide 10
3. What is the source for DM? Slide 11
4. How can you strike it rich? Be Creative. Slide 11
5. What types of data could be used for DM? Slide 12
6. Which are some types of DM patterns? Slide 13
7. What are the DM types? Hypothesis vs Discovery driven. Slide 15
8. Examples of DM Applications? Slide 16
9. Which are the most common DM processes? CRISP-DM, SEMMA, KDD. Slide 20
10. What are the basic steps in the CRISP-DM process? Slide 22 and 23
11. What are the basic steps in the SEMMA process? Slide 25
12. What is DM Classification? Slide 26
13. Which are the most common classification techniques? Slide 32
14. What are Decision Trees? Slide 33
15. What is Cluster Analysis? Slide 36
16. What is Association Rule Mining (market basket analysis)? Slide 42
17. What is Support and Confidence in Association Rule Mining? Slide 45
18. What is ANN (Artificial Neural Networks)? Slide 49
19. Which are some DM Vendors? Slide 52
20. DM Myths. Slide 54
21. DM Mistakes. Slides 55 and 56.