

Poor prediction of customer behavior and evaluation of

[Business](#), [Industries](#)



Poor data quality Data is said to be of poor quality if it has errors or is incomplete. Poor data cannot be beneficial since business needs complete and accurate data to make an informed decision on a daily basis. Poor data quality can result from wrong data collection and entry, data manipulation in the transfer, or system error (Wang & Strong, 2011). In other words, quality of the data can occur because of many reasons. Poor data quality leads decisions makers to make poor or no decision (Haug et al., 2011). Again, poor data results in lost sales, misallocation of resources, faulty strategies, and incorrect inventory levels thus frustrating and driving customers away (Berry & Linoff, 2010).

These costs affect all business functions since they are interdependent. Furthermore, business incurs additional costs since resources must be allocated for detection and correction of errors. In summary, data quality entails the degree of correctness, standardization, completeness, and structure of the data.

Business should ensure quality data is collected and it should maintain its quality throughout the processing stage. This entails ensuring proper collection and handling techniques. Quality data helps business to grow and succeed since it facilitates better decision-making, improves strategy implementation and boosts sales of the business. Data mining Data mining is a process of sorting or extracting actionable and strategic information from large data sets to establish relationships and patterns for problem-solving through analysis. The extracted data helps the business to achieve efficiency and can be used in prediction of future trends (Rouse, 2017). It can also be

used in prediction of customer behavior and evaluation of business success. Data mining is important to different functions of the business, For instance, sales and marketing division can mine consumer data to improve on marketing strategies.

The department can use historical sales data to establish a pattern that would help the business to produce goods and deliver services that meet customer needs (Mosley et al., 2010). Finance department uses data mining tools to predict the future financial performance of the business.

In contrast, data mining tools help to manufacture industry to improve quality and safety of the product in addition to managing supply chain operations (Han et al., 2011). Overall, data mining is the extraction of valuable data from a larger data set for analysis.

The concept of data mining continues to as information economy grows whereby a lot of information is available in social media. Data mining can be used to analyze business success since results achieved depends on the ability of business to extract strategic information from different data resources. Text mining Text mining denotes the process of retrieving information through analysis of textual material to obtain the key concepts and reveal the hidden trends and relationships without obliging you to know the exact words used by the author (Aggarwal & Zhai, 2012). This process helps the business to retrieve valuable information from text-based content like social media, emails, and so on. The idea here is to extract and manage quality content, and relationships within the information. In text mining, the

text analytics application can be applied to transfer text and phrases that are in unstructured form into arithmetical or numerical values so that it can be connected with the structured data in the database for analysis using customary data mining methods (Feldman & Sanger, 2007). An iterative approach can help the organization to use text analytics to understand specific values of the content such as emotion, significance, sentiment, and intensity (Berry & Castellanos, 2008).

In summary, text mining is an emerging concept that entails obtaining valuable information by filtering a lot of research and extracting the relevant information needed. It identifies and maps trends and patterns across million research articles that would help the researcher to come up with valuable research.

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