

# Computer systems manager

[Technology](#)



Our objective will be to optimize the application of our dataset toward more effective CRM. The set includes both audio-visual information and electronic-data information. To focus on efforts and avoid legal ethical questions, we will concentrate on the electronic-data portion. This mainly includes information gathered from telecommunications and membership cards transactions. The end product would include a GUI expressing the current trends in customer behavior and accepting inputs that translate into operational measures and investigate correlations to help optimize our influence over buyer behavior.

The reasons for not using all of the available data is two-fold -- one is ethical, the other operational. The operational reason is workflow related. To avoid scope creep, we limit our focus on each component of any project. The ethical reason is about questions of personal privacy in a public way. While applying numerical data is more objective because any identifying information may be stripped from the dataset during data analysis. However, it may not be outside the scope of an expanded version of this process to apply some of the audio-visual information.