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Press Release

To Increase Corporate Value with Big Data Application
Data Utilization Seminar with Emphasis on Practice
Ready-to-Use Essence from Over 300 Data Mining Projects

DATA UTILIZATION SEMINAR

Today i's FACTORY Co.,Ltd. (Chiyoda Ward, Tokyo, Representative Director and CEO Tomoyasu Ohba) announced that it started a new service, "Data Utilization Seminar," on October 1, 2013.

Since the last year, a number of businesses have paid attentions to the word "big data" and how to utilize their accumulated data. Meanwhile, data analysis operation needs a team led by professional called data scientist, and a lot of requests we have received recently are on the training of competent staffs in charge of data analysis. Following the requests, i's FACTORY, the professional group of data scientists, decided to offer a seminar program focusing on the process and key points of data analysis. Through "data utilization seminar," we turn people in charge of your data operation to be proficient with data analysis in general and execute analytical duties with confidence.

Best for these requests
  -Enhance data utilization for your business
  -Develop your own data scientist team
  -Make clear how to start with big data utilization

Seminar Objectives

-Understand the big picture of data mining project, from business interview to policy
 execution

-Learn project examples and methods applied

-Attain the data mining skills of setting goals and operations through practice

Features

The seminar introduces CRISP-DM, a basic operation process of data mining, for attendants to familiarize data mining in general. Exercises are prepared for each step of the process, from goal setting, data preparation/processing, analysis to business application, to learn how to operate each step and points on which particular focus is needed.

Target Audience

Members and managers in marketing, business planning, and information systems department

(Desirable audience has 5 or more years of business experience, with some BI tool operation)

Fees and Seminar Overview

Fee: 300,000 yen/attendant

Program: 3 days, 4 hours for each day

Services: Lecture and practices based on the text provided

Seminar Size: 6 to 10 audience

Special Feature: 2 weeks free practice on "bodais" service after the seminar

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Seminar Outline

<table>
<tr><td>Day 1</td><td>Basics of Data Mining and Overview of CRISP-DM

What is big data
Who is data scientist
What is data mining
Key points on data application</td>
<td>Examples of data mining application
Methodology of data mining (CRISP-DM overview)
Key points on each step of CRISP-DM
Organization of data analysis team</td></tr>

<tr><td>Day 2</td><td>Practice of Data Mining

Practice on actual data mining project, directed by instructor
Understanding of business and data
Data processing(Excel), data analysis (bodais)
Report writing</td>
<td>Practice on virtual project, directed by attendants
Interview on project objective
Writing a proposal
Presentation (proposition)</td></tr>

<tr><td>Day 3</td><td>Practice of Data Mining and Summary

Practice on virtual project, directed by attendants (cont.)
Question sheet
Data processing (Excel), data analysis (bodais)
Report writing and presentation</td>
<td>CRISP-DM review
Review and evaluation of data mining practice
Discussion on data application in attendant's business
Summary</td></tr>
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