

Industrial Engineering and Systems Management Conference 2013

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Special Session on Data Mining in Industrial Applications

Session description and objectives:

Recent developments in information and computing technologies enabled the storage, processing and analysis of massive and multidimensional data. These developments, along with the popularization of new algorithmic techniques (Neural Networks, Support Vector Machine, Random Forests, Association Rules, MARS, CART ...) and graphical tools have led to the development of Data Mining.

Data Mining is one of the stages of the knowledge discovery in databases (KDD) process, which encompasses the entire process of extracting knowledge from data.

Data Mining with its early applications in customer relationship management (CRM), has found numerous applications in manufacturing and service including quality control, analysis and optimization of complex processes and systems, operations management, supply chain management, risks management, fraud detection, E-commerce.

The objective of this special session of IESM 2013 is to provide an open forum for exchanging original advances and innovations in Data Mining theory or its applications to assist in making operational, tactical and strategic industrial engineering decisions. This session welcomes contributions from all areas in Data Mining. The topics include, but are not limited to:

- Data mining for process decisions
- Data Mining for logistics and supply chain management
- Data mining for marketing
- Data mining for E-Commerce (Mining Logfiles, Behavioral Targeting)
- Pattern recognition in industrial engineering
- Decision trees based knowledge discovery in industrial engineering
- Neural network-oriented knowledge discovery in industrial engineering

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