



Call for Presentations and Participation

Practical Data Mining: Applications Experiences and Challenges

workshop to be held in conjunction with the

17th European Conference on Machine Learning

**10th European Conference on Principles and Practice
of Knowledge Discovery in Databases**

Business, government and science organizations are increasingly moving towards decision-making processes that are based on information. In parallel, the amount of data representing the activities of organizations that is stored in databases is also growing. Therefore, the pressure to extract as much useful information as possible from this data is very strong. Data and text mining (DTM) is essentially a technological field enabling the improvement of the aforementioned processes. DTM research is, thus, essentially geared towards practical problems and requires permanent feedback from practical applications. Feedback from people with a business-oriented perspective on DTM is therefore useful to assess current research work and directions, to assess how theoretical results and methods developed in the lab stand the test of real world problems. And, not the least, to provide researchers with new challenges to work on.

Chairs

- Markus Ackermann (Institute for Computer Science, University of Leipzig)
- Carlos Soares (Faculty of Economics, University of Porto)
- Bettina Guidemann (SAS Deutschland)

Objectives

Contribute to the interaction between theory and practice by attracting people with a business, banking or industrial perspective on data and text mining to the ECML-PKDD conference, and to actually bring together the developers of new data mining methods with the practitioners applying them to business problems. We encourage the submission of:

- case studies and experience reports of the application of data mining (DM), text mining (TM) and business intelligence (BI) technologies, emphasizing the benefits as well as the lessons learned
- challenges and innovative applications of DM, TM & BI
- integration of DM, TM & BI with other technologies

Invited Speakers

Stefan Wrobel
(Director of the Fraunhofer Institute for Autonomous Intelligent Systems)

Geo Intelligence – New Business Opportunities and Research Challenges in Spatial Data Mining and Business Intelligence

Target Audience

- business managers and executives (marketing, finance, customer relationship, sales, product development, etc.)
- researchers from areas which can benefit from better data analysis tools and methodologies (bioinformatics, pharmaceuticals, economics, engineering, etc.)
- researchers and professionals on DM, BI and IT in general
- anyone who makes decisions based on data

Ulrich Reincke
(Executive Expert Analytics, SAS Institute)

Directions of Analytics, Data and Text Mining – A Software Vendor's View

More Information

<http://wortschatz.uni-leipzig.de/~macker/dmbizo6>

Contact

dmbiz@liacc.up.pt

Topics of Interest

We are interested in presentations concerning applications, techniques and products. We are interested in applications from (but not restricted to) the following areas:

- banking and finance
- insurance
- retail
- e-business
- telecommunications
- network security
- entertainment
- government
- automotive industry
- health
- pharmaceuticals

We welcome success stories as well as applications which did not succeed. In any case the presentations should include lessons learned that can be applied in different situations. Submissions comparing different tools on applications are also interesting. In the case of techniques, we are particularly interested in innovative techniques used to address novel problems or classical ones with new particular issues. Finally, submissions concerning tools can describe the integration of DM, TM and BI technologies into IS tools of different kinds, especially in the case of tools for vertical applications.

Submission

Interested authors should submit an extended abstract (max. 4 pages) in LNCS format, either in english or german. Accepted presentations will be published in the same way as in the other workshops. More information about the LNCS format can be found at <http://www.springer.de/comp/lncs/authors.html>.

Each submission will be evaluated by two reviewers, which will take the following dimensions into account:

- innovation
- interest
- maturity
- lessons learned
- technical quality
- quality of presentation

Submissions should be sent by email to dmbiz@liacc.up.pt in the form of a PDF file. The authors of accepted presentations will be asked to prepare a poster.

Selected presentations will be given the opportunity to submit longer versions of their work to be published as an IOS Press book.

Program Committee

Alípio Jorge (University of Porto)
André Carvalho (University of São Paulo)
Arno Knobbe (Kiminkii)
Carlos Soares (University of Porto)
Dietrich Wettschereck (Recommind)
Dirk Arndt (DaimlerChrysler)
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Luc Dehaspe (PharmaDM)
Manuel Filipe Santos (University of Minho)
Mário Fernandes (Portgás)
Marko Grobelnik (Josef Stefan Institute)
Markus Ackermann (University of Leipzig)
Mehmet Göker (PricewaterhouseCoopers)
Michael Berthold (University of Konstanz)

Important Dates

- Extended abstract submission: **July 5, 2006**
- Notification of acceptance: July 31, 2006
- Camera-ready paper submission: August 16, 2006
- Workshop date: September 22, 2006

Registration

More information about the registration for the ECML/PKDD conferences can be found at:

<http://www.ecmlpkdd2006.org>

Miguel Calejo (Declarativa/Universidade do Minho)
Mykola Pechenizkiy (University of Jyväskylä)
Paula Brito (University of Porto)
Paulo Cortez (University of Minho)
Pavel Brazdil (University of Porto)
Peter van der Putten (Chordiant Software/Leiden University)
Petr Berka (University of Economics of Prague)
Pieter Adriaans (Robosail)
Raul Domingos (SPSS)
Reza Nakhaeizadeh (DaimlerChrysler)
Robert Engels (Cognit)
Ruediger Wirth (DaimlerChrysler)
Rui Camacho (University of Porto)
Ruy Ramos (University of Porto)
Sascha Schulz (Humboldt University)
Stefano Ferilli (University of Bari)
Steve Moyle (Secerno)
Teresa Godinho (Allianz Portugal)
Timm Euler (University of Dortmund)

Other Forms of Participation

Interested companies may become partners of this event. For more information, please contact the workshop chairs.