

Editor's note

by Nikita James Nanos



Our ability to respond positively to change is critical to the survival and success of our industry. As marketing and public opinion researchers,

our very profession is predicated on the assumption that thoughtful and empirically sound research prepares clients for future challenges.

It is with that in mind that this issue explores Data Mining and Business Intelligence. With the exponential growth in the volume of data available and the potential interconnectivity with non-survey intelligence, this area clearly merits examination from a business and professional perspective.

Are we to remain with a narrowly defined view of our profession which limits the application of our skills or are we to apply our expertise to harness new opportunities for ourselves and our clients?

Our authors in this issue are of one mind – that data mining and business intelligence are a natural means to provide more value to clients who already rely on our advice to “read the numbers”.

Interestingly enough, although our authors wrote their pieces independently, they commonly asserted that data mining and business intelligence add to one's return on investment whether it is maximizing research bud-

get dollars or evaluating a business opportunity.

Nancy Morrison of SPSS articulately defines data mining and charts the evolution and application of marketing intelligence. She is followed by **Bill Sweetman** of Delvinia Inc. who explores a concrete data mining example in his examination of web server log files. The final submission in the trio, by **Nathan Rudyk** of Databeacon Inc. uses a tongue-in-cheek approach to drive home insightful and thought-provoking views.

In this issue **Greg Jodouin** of the Canadian Survey Research Council (CSRC) has provided a brief update on the privacy legislative environment.

I would like to take this opportunity to remind members and readers that our theme for the November 2002 *Imprints* is Privacy and Respondent Relations. Considering the importance of this issue and also of the rapidly changing legislative environment, I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words due September 20th).

Until next month.

Nikita James Nanos
Editor-in-Chief
nnanos@sesresearch.com

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