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## BFG Knowledge Exchange

February 2007

**Dear Alyssa,**

We would like to begin by extending our sincerest wishes to you for a prosperous year ahead. Last year was a very good year for the Boire Filler Group and we look forward to what 2007 has in store.

As always, we would appreciate any feedback you would like to share with us. Feel free to email us at [kfeedback@boirefillergroup.com](mailto:kfeedback@boirefillergroup.com)

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### What's New @ BFG

#### New Clients

The Boire Filler Group would like to welcome the following new clients:

- CAA Insurance
- Proximity Canada

We look forward to working with you!

#### CMA Data Mining Seminars

Richard Boire and Larry Filler will be instructing two CMA

### Consumer Privacy Concerns about Data Mining



An online survey conducted by Ipsos Reid on nearly 600 adults in BC and AB indicate that 44% of those surveyed are knowledgeable about Business Intelligence activities and 63% are supportive of companies that conduct these types of activities. However, an alarming 48% indicate that when it comes specifically to data mining activities they are opposed to this.

According to the survey, some of the main concerns consumers have with data mining activities include invasion of their personal privacy, selling of personal information and identity theft.

Data Mining Seminars in April. Each Seminar takes a business case approach and focuses on the four-staged process of data mining. The seminars also include a 150+ page reference guide to help you translate data mining into a significant business advantage.

For more information or to register, please click on the following links:

- [Intermediate Seminar - April 11 @ 9am](#)
- [Advanced Seminar \(1/2 day\) - April 12 @ 9am](#)

### Metrics for a Non-Transactional Website

When it comes to Web Analytics there are standard metrics measured to determine the success of a website. However, many of these metrics include transactional activities such as buying or subscribing to a product or service. But, what about non-transactional websites that don't include these types of activities?

In this article, Neil Mason discusses some best practices in selecting metrics that can be used to measure the success or improvement of websites where there is no direct financial benefit.

[Read the Full Article...](#)

### Y Me

Generation Y, also known as the tech savvy children of the baby boomers, have reached the age (18-29 yrs) where they are looking to make their first major purchasing decisions. This is a critical time for marketers to engage with this consumer group.

However, it may not be that easy. 'Gen Yers' are more informed than ever before and know exactly what they want. As a group, they are "notoriously brand disloyal, and keeping them as return customers can be a challenge".

This article gives some insight into this group of empowered consumers and discusses some effective ways marketers can reach out to Generation Y.

[Read the Full Article...](#)

### Outsourcing vs Insourcing Data Mining Analytics

Data Mining is growing in popularity and many companies are faced with the overwhelming decision of whether to perform these activities in-house or outsource some or all of these activities to an external organization.

In this most recent article published in DM News, Richard

These results serve as a wake up call for the need to educate consumers on data mining activities and how the collected information is used.

[Read Survey Results...](#)

### Upcoming Events...

[AARM Professional CRM Certificate Program - March 28/29 @ Hilton Suites Toronto](#)

[CMA Intermediate Data Mining Seminar - April 11 @ The Holiday Inn on King](#)

[CMA Advanced Data Mining Seminar \(1/2 day\) - April 12 @ The Holiday Inn on King](#)

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Boire examines outsourcing vs. insourcing data mining analytics from an overall business strategy point of view. He also provides some questions to consider when faced with making this decision.

[Read the Full Article...](#)

#### On-Line Analytics – A Data Miner’s Perspective

This article delves into the world of On-line Analytics and its ability to provide real-time information from a data mining point of view. The article covers topics such as, Analytics within the email world, Using Text Mining to gather useful information, and Analyzing web browsing activity.

[Read the Article...](#)

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