



# State-of-the-Art der Nutzung von Data-Mining-Methoden im Performance Management (German Edition)

*Marc Kremer*

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## **State-of-the-Art der Nutzung von Data-Mining-Methoden im Performance Management (German Edition)** Marc Kremer

Bachelorarbeit aus dem Jahr 2010 im Fachbereich BWL - Controlling, Note: 1,3, Georg-August-Universität Göttingen (Professur für Unternehmensrechnung und Controlling), Sprache: Deutsch, Abstract: Ziel der Bachelorarbeit ist die Darstellung der bisherigen Anwendung von Data-Mining-Methoden im Performance Management. Hierbei werden sowohl die methodischen Grundlagen von Data-Mining-Methoden als auch deren Einsatzmöglichkeiten analysiert. Ein besonderer Schwerpunkt liegt auf dem Bereich des Kundenwert-Controllings. Folgende Aspekte werden untersucht: Die Darstellung der theoretischen Grundlagen zum Data Mining, ein systematischer Überblick und Beurteilung der verschiedenen Data-Mining Methoden, der bisherige Einsatz von Data-Mining-Methoden im Performance Management, die Identifikation von Anwendungsmöglichkeiten des Data Mining, die Konzeption eines Fragebogens zur Verbreitung, Zielsetzung, Entscheidungsunterstützungspotenzialen, Nutzungs-/ Anwendungsgebieten etc. und die Diskussion von Potenzialen und Herausforderungen des Data Mining im Performance Management.

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