

Paper 366-2007

# Customer Case Study: Data Mining at Chrysler Group

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## ABSTRACT

Data mining technology has been used to solve a wide variety of business problems in a variety of business domains at DaimlerChrysler. With the continuing expansion of brands and nameplates available to the automotive consumer, the automotive industry is extremely competitive and manufacturing and marketing processes are increasingly complex.

Consequently, it is relying more heavily on automated methods and analytics than ever before. Therefore, one critical key to corporate efficiency and effectiveness is the ability to both automate and optimize decision making (using analytics) to make the best use of the limited human resources available to individual departments.

**No paper was submitted for publication.**

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