

# **CONSUMER DATA MINING: PROSPECTS, PROBLEMS AND POLICY IMPLICATIONS**

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## **ABSTRACT**

Data mining has always been of interest to companies especially in defining market segments. Generally just one data source (e.g., survey, census, credit reports) is used. Post 9-11, however, the use of multiple databases and sources including credit scores, personal records and purchase habits has significantly increased.

With the prospect of data mining exploding further in the next several years, it is important to examine the extent and reach of the on-going consumer data mining, explore the nature of the problems consumers and companies are likely to encounter, and suggest some guidelines for policy decisions.