Suppose you are currently in an operations training program with your current firm. As a part of your operations management training, you are to address a given problem in a presentation to the group of other trainees and the trainee supervisor.

Your trainee supervisor has given you this problem:

Operations management needs help identify which data retrieval tool to use to solve an operations management problem. It seems that the number of sales calls are low, which translates into fewer sales.

Make an assignment that includes speaker notes and the following:

1. Title

2. Overview of the current problem

3. Define and explain data mining uses to solve the current operational problem

4. Define and explain data mining process

5. Define and explain how data retrieval tools can be used to help solve the current problem

6. Conclude with a recommendation on how data mining can help solve the current operational problem