

Abstract
Old Dogs with New Tricks
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The historical events from which our current knowledge discovery approach developed are described. Essentially our strategy has been to employ empirical data analysis tools rather than ones based on mathematically elegant models. Our rationale is that theoretical models require strong assumptions in respect to data characteristics. Commercial databases seldom meet these assumptions. For the 2009 KDD Cup, we employed a relatively plain vanilla application of ensemble recursive binary partitioning. This focused approach seemed to be as effective as efforts that involved much greater complexity.