Scenario: Data Mining and e-Business

Techstation.com is an electronic e-tailer which Carol and Steve visit when planning to buy new computer. Techstation.com uses data mining to suggest the right product and discount to the customer according to the data that customers input in their site, they use those data to suggest products that suits the need of the customer. But in this case of techstation.com, they are not giving the right products to the customers. They are not satisfying the need of their customers and they are giving erroneous projection to the actual need of their customers.