

# International Journal of Business Intelligence Research

July-September 2014, Vol. 5, No. 3

## Table of Contents

### RESEARCH ARTICLES

- 1 **Pattern Retrieval through Classification from Pattern Warehouse: Issues and Challenges**  
*Ramjeevan Singh Thakur, Department of Computer Application, Maulana Azad National Institute of Technology, Bhopal, India*  
*Vivek Tiwari, Department of Computer Science and Application, Maulana Azad National Institute of Technology, Bhopal, India*
  
- 11 **A Data Mining Approach for Risk Assessment in Car Insurance: Evidence from Montenegro**  
*Ljiljana Kaščelan, Faculty of Economics, University of Montenegro, Podgorica, Montenegro*  
*Vladimir Kaščelan, Faculty of Economics, University of Montenegro, Podgorica, Montenegro*  
*Milijana Novović-Burić, Faculty of Economics, University of Montenegro, Podgorica, Montenegro*
  
- 29 **A Comparison of Simultaneous Confidence Intervals to Identify Handwritten Digits**  
*Nicolle Clements, Department of Decision System Sciences, Saint Joseph's University, Philadelphia, PA, USA*
  
- 41 **An Investigation of BI Implementation Critical Success Factors in Iranian Context**  
*Ahad Zare Ravasan, Department of Industrial Management, Allameh Tabataba'i University, Tehran, Iran*  
*Sogol Rabiee Savoji, Department of IT Engineering, MehrAlborz University, Tehran, Iran*
  
- 58 **Exploring Big Data Opportunities for Online Customer Segmentation**  
*Georgia Fotaki, Department of Information and Computing Sciences, Utrecht University, Utrecht, Netherlands*  
*Marco Spruit, Department of Information and Computing Sciences, Utrecht University, Utrecht, Netherlands*  
*Sjaak Brinkkemper, Department of Information and Computing Sciences, Utrecht University, Utrecht, Netherlands*  
*Dion Meijer, GX Software, Nijmegen, Netherlands*

### Copyright

The **International Journal of Business Intelligence Research (IJBIR)** (ISSN 1947-3591; eISSN 1947-3605), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Business Intelligence Research* is indexed or listed in the following: Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; Library & Information Science Abstracts (LISA); MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory