

# Strategic Role of Data Mining in Transportation and Emissions Reduction Challenges

Ramasamy Uthurusamy  
General Motors (Ret.)  
rusamy@yahoo.com

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## **Abstract**

Strategy matters when we develop innovative solutions for energy supply, reducing greenhouse emissions, and transportation problems. This presentation will outline a few specific examples of the strategic role of next generation data mining in addressing the challenges facing the transportation industry. These examples will illustrate the significance of information processing, advanced data analysis and discovery through data mining in the reduction of emissions. Such efforts will identify opportunities and provide insight into the right strategies and policies to solve short term and long term challenges as the transportation industry evolves due to the trends in urbanization and the consumption and supply of energy.