

# Data Mining Using RFM Analysis

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## 1. Introduction

RFM stands for Recency, Frequency and Monetary value. RFM analysis is a marketing technique used for analyzing customer behavior such as how recently a customer has purchased (recency), how often the customer purchases (frequency), and how much the customer spends (monetary). It is a useful method to improve customer segmentation by dividing customers into various groups for future personalization services and to identify customers who are more likely to respond to promotions.

In recent years, data mining applications based on RFM concepts have also been proposed for different areas such as for the computer security (Kim et al., 2010), for automobile industry (Chan, 2008) and for the electronics industry (Chiu et al., 2009). Research cases of data mining with RFM variables include different data mining techniques such as neural network and decision tree (Olson et al., 2009), rough set theory (Cheng & Chen, 2009), self organizing map (Li et al., 2008), CHAID (McCarty and Hastak, 2007), genetic algorithm (Chan, 2008) and sequential pattern mining (Chen et al., 2009; Liu et al., 2009).

Integration of RFM analysis and data mining techniques provides useful information for current and new customers. *Clustering* based on RFM attributes provides more behavioral knowledge of customers' actual marketing levels than other cluster analyses. *Classification* rules discovered from customer demographic variables and RFM variables provides useful knowledge for managers to predict future customer behavior such as how recently the customer will probably purchase, how often the customer will purchase, and what will the value of his/her purchases. *Association rule mining* based on RFM measures analyzes the relationships of product properties and customers' contributions / loyalties to provide a better recommendation to satisfy customers' needs.

This chapter presents incorporating RFM analysis into data mining techniques to provide market intelligence. It proposes a new three-step approach which uses RFM analysis in data mining tasks, including clustering, classification and association rule mining, to provide market intelligence and to assist market managers in developing better marketing strategies. In our model, (i) once clustering task is used to find customer segments with similar RFM values, (ii) then, using customer segments and customer demographic variables, classification rules are discovered to predict future customer behaviors, (iii) finally; association rule mining is carried out for product recommendation. The proposed model depends on the sentence "the best predictor of future customer behavior is past customer behavior". (Swearingen, 2009)

The purpose of this study is to provide better product recommendations than simple recommendations, by considering several parameters together: customer's segment, the

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**Shasha Hu**



## **Data Mining Using Rfm Analysis:**

Knowledge-Oriented Applications in Data Mining Kimito Funatsu, 2011-01-21 The progress of data mining technology and large public popularity establish a need for a comprehensive text on the subject The series of books entitled by Data Mining address the need by presenting in depth description of novel mining algorithms and many useful applications In addition to understanding each section deeply the two books present useful hints and strategies to solving problems in the following chapters The contributing authors have highlighted many future research directions that will foster multi disciplinary collaborations and hence will lead to significant development in the field of data mining

**Information Systems for Intelligent Systems** Andres Iglesias, Jungpil Shin, Nityesh Bhatt, Amit Joshi, 2026-01-01 This book includes selected papers presented at the World Conference on Information Systems for Business Management ISBM 2025 held in Bangkok Thailand on September 24 26 2025 It covers up to date cutting edge research on data science information systems infrastructure and computational systems engineering systems business information systems and smart secure systems

**Neural Computing for Advanced Applications** Haijun Zhang, Zhi Yang, Zhao Zhang, Zhou Wu, Tianyong Hao, 2021-08-20 This book presents refereed proceedings of the Second International Conference Neural Computing for Advanced Applications NCAA 2021 held in Guangzhou China in August 2021 The 54 full papers papers were thoroughly reviewed and selected from a total of 144 qualified submissions The papers are organized in topical sections on neural network theory cognitive sciences neuro system hardware implementations and NN based engineering applications machine learning data mining data security and privacy protection and data driven applications neural computing based fault diagnosis fault forecasting prognostic management and system modeling computational intelligence nature inspired optimizers and their engineering applications fuzzy logic neuro fuzzy systems decision making and their applications in management sciences control systems network synchronization system integration and industrial artificial intelligence computer vision image processing and their industrial applications cloud edge fog computing the Internet of Things Vehicles IoT IoV and their system optimization spreading dynamics forecasting and other intelligent techniques against coronavirus disease COVID 19

**ICEASD&ICCOSED 2019** Robbi Rahim, Ismail Suardi Wekke, Ramadhan Tosepu, Marhamah Nadir, 2019-09-09 The International Conference on Environmental Awareness for Sustainable Development ICEASD 2019 aims at discussing areas where problems and potential risks regarding environmental sustainability Human Security factors play different roles in relationship to environmental sustainability and this conference will highlight the role of these factors The conference hold in Kendari Indonesia and it provide an opportunity for researchers to communicate how to highlight and bring attention to these issues such as in education through various interdisciplinary courses This conference invites specialists in environmental issues researchers academicians policy makers innovators and practitioners from around the world to participate in ICEASD 2019 The International Conference on Challenges and Opportunities of Sustainable Environmental Development ICCOSED publish

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*Digital Business Analysis* Fredrik Milani,2019-01-25 This book frames business analysis in the context of digital technologies It introduces modern business analysis techniques including a selection of those in the Business Analysis Body of Knowledge BABOK by the International Institute of Business Analysis IIBA and exemplifies them by means of digital technologies applied to solve problems or exploit new business opportunities It also includes in depth case studies in which business problems and opportunities drawn from real world scenarios are mapped to digital solutions The work is summarized in seven guiding principles that should be followed by every business analyst This book is intended mainly for students in business informatics and related areas and for professionals who want to acquire a solid background for their daily work It is suitable both for courses and for self study Additional teaching materials such as lecture videos slides question bank exams and seminar materials are accessible on the companion web page

*Advanced Theory and Practice in Sport Marketing* Eric C. Schwarz,Jason D. Hunter,Alan LaFleur,2013 Effective marketing is essential for any successful sport organization from elite professional sports teams to local amateur leagues Now in a fully revised and updated second edition *Advanced Theory and Practice in Sport Marketing* is still the only text to introduce key theory and best practice at an advanced level The book covers every key functional and theoretical area of sport marketing including marketing research information systems consumer behavior logistics retail management sales management e commerce promotions advertising sponsorship and international business This new edition includes expanded coverage of important contemporary issues including social responsibility and ethics social media and networking relationship and experience marketing recovery marketing and social marketing Every chapter contains extended cases and first hand accounts from experienced sport marketing professionals from around the world Following those cases are questions encouraging students and practitioners to apply their theoretical knowledge to real world situations and to develop their critical thinking skills while each chapter also includes helpful features such as definitions of key terms summaries and guides to further reading A companion website includes an impressive array of additional teaching and learning resources including a test bank of exam questions PowerPoint slides and extra case studies for lecturers and

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**Proceedings of the 5th International Asia Conference on Industrial Engineering and Management Innovation (IEMI2014)** Ershi Qi,Qin Su,Jiang Shen,Feng Wu,Runliang Dou,2015-01-19 The 5th International Asia Conference on Industrial Engineering and Management Innovation is sponsored by the Chinese Industrial Engineering Institution and organized by Xi an Jiaotong University The conference aims to share and disseminate information on the most recent and relevant researches theories and practices in industrial and system engineering to promote their development and application in university and enterprises

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*JMR, Journal of Marketing Research* ,2005

**Mktg** Charles W. Lamb,2008

**E-marketing** Judy Strauss,Raymond Frost,2009 The 5th edition of E Marketing treats the subject as traditional marketing with a twist the Internet and other technologies have had a profound effect on the way we do business This transformation has resulted in new business techniques that add customer value build customer relationships and increase company profitability Stressing product pricing distribution and promotion the authors use a strategic perspective and give many important practices not covered in previous editions namely blogs social networking online branding and search marketing Point of purchase scanning devices databases and other offline technologies are discussed For anyone interested in learning more about electronic marketing this is an excellent handbook its comprehensive glossary makes this a must have reference

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