

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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**Robbi Rahim, Ismail Suardi
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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

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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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and Exhibition 2002: Asia Pacific ,2002 Im W/Videoguide Marketing Hair,Carl McDaniel,Lamb,2005 Using Advertising and Promotion to Build Brands with Powerweb Tom Duncan,2001-09 This is an applied text with a strong brand message Most texts on the market teach functions but neglect integration and organization which should be the very foundation of Marketing This text answers the questions of when to use how to use and who should be involved in the interrelated functions of Marketing today This text also teaches the cost effectiveness of developing brand relationship managing the ongoing dialogue between buyer and seller and how to truly integrate the consumer into Business to business marketing vs Business to consumer marketing B2B and B2C **Grademaker Study Guide, Marketing, 7th Edition** Susan Peterson,2004 Informationweek ,2002 **Data Mining II** Nelson F. F. Ebecken,C. A. Brebbia,2000 Data mining deals with the discovery of hidden data patterns and rules in large databases This text constitutes the proceedings of the Second International Conference on Data Mining and includes contributions from many experts in the area **Principles of Data Mining and Knowledge Discovery** ,2000 **Marketing** Charles W. Lamb,Joseph F. Hair,Carl McDaniel (Jr.),Carl D. McDaniel,2000 Marketing The Encyclopedic Dictionary offers an incomparable reference source in the subject of marketing The emphasis is on practical understanding of the topics so that they may be easily understood by managers in general but the theory is also examined in sufficient depth to justify the book s position as the most authoritative marketing reference book available Jacket

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Table of Contents Data Mining Using Rfm Analysis

1. Understanding the eBook Data Mining Using Rfm Analysis
 - The Rise of Digital Reading Data Mining Using Rfm Analysis
 - Advantages of eBooks Over Traditional Books
2. Identifying Data Mining Using Rfm Analysis
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Data Mining Using Rfm Analysis
 - User-Friendly Interface
4. Exploring eBook Recommendations from Data Mining Using Rfm Analysis
 - Personalized Recommendations

- Data Mining Using Rfm Analysis User Reviews and Ratings
- Data Mining Using Rfm Analysis and Bestseller Lists
- 5. Accessing Data Mining Using Rfm Analysis Free and Paid eBooks
 - Data Mining Using Rfm Analysis Public Domain eBooks
 - Data Mining Using Rfm Analysis eBook Subscription Services
 - Data Mining Using Rfm Analysis Budget-Friendly Options
- 6. Navigating Data Mining Using Rfm Analysis eBook Formats
 - ePub, PDF, MOBI, and More
 - Data Mining Using Rfm Analysis Compatibility with Devices
 - Data Mining Using Rfm Analysis Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Data Mining Using Rfm Analysis
 - Highlighting and Note-Taking Data Mining Using Rfm Analysis
 - Interactive Elements Data Mining Using Rfm Analysis
- 8. Staying Engaged with Data Mining Using Rfm Analysis
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Data Mining Using Rfm Analysis
- 9. Balancing eBooks and Physical Books Data Mining Using Rfm Analysis
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Data Mining Using Rfm Analysis
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Data Mining Using Rfm Analysis
 - Setting Reading Goals Data Mining Using Rfm Analysis
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Data Mining Using Rfm Analysis
 - Fact-Checking eBook Content of Data Mining Using Rfm Analysis

- Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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