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Abstract
By way of informational technological supports on storing transactional data of customers and further analysis against those data, enterprises are capable of grasping well the tendency of purchase which aids in production recommend, providing better service of product personalization, and elevating the fidelity and satisfaction of customers. Data mining is an approach of discovering useful information beneath the huge data and the decision tree used in classification is frequently adopted in data mining. Given known classes to build predictive model in order to figure out the characteristics among classes, according to the predictive model built, enterprises are able to find out the attributes among the items and then map out the business strategies.
Owing to the ID3's inability to perform classification by consecutive attribute, this paper employs C4.5 algorithm to overcome the failing of ID3. This paper delves into four aspects of classification to mine the optimal item product. First, the raw transactional database is used to mine the customers' most adaptive product item. Second, due to different profit of each product, the importance of sale of each product varies. Therefore, it is liable to overlook profitable but low frequent product. Hence, by means of placing weight on frequency to change the value, classification is performed to determine the adaptive product item. Third, each transactional data records not only what product a customer bought, it also reveals sequence that represents what order of product bought by a customer according to his or her need. The discovery of what order of product purchased by a customer is found by classification as well. Fourth, except the order of product purchased by a customer, a transactional data also manifests what and how many times products purchased by a customer. Still, the classification is implemented to display count of product item. Using these useful mining outcomes benefit enterprises to plan their strategy of personal product.
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