URN etd-0407109-183722-1794
Author YEH LUNG HSIEN
Author's Email Address No Public.
Statistics This thesis had been viewed 48 times. Download 0 times.
Department
Year 2001
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Using Data Mining Techniques to Construct the Adaptive Rental of Website
Date of Defense 0000-00-00
Page Count 70
Keyword
E-business
Data Mining
Adaptive
Rental Website

Abstract
In the rising and flourishing of e-commerce marketing, besides the trade behavior, how to emphasize the concept of “difference service” or “adaptive service” will become more and more important. In this thesis, we analysis the web-site data and discover useful strategic and information by data mining technology to apply at rent behavior.

First, we find out the rule of the adaptive rent web-site and adaptive rent information from viewpoint of mining adaptive rent information. Then, we explore the user characteristics and behavior and build a powerful adaptive rental website by the application of the database marketing information and web log files.

We explore the rend behavior by the viewpoint of mining adaptive residents. Because the managers consider the past strategic not suitable present strategic, we need a manageable manner of target marketing to find the most adaptive customers.

Recently, due to the amount of data increasing quickly in the internet, how to find out competitive information, knowledge, strategic, and adaptive data from the database will become a subject. Therefore, we use data mining to resolve this issue at the right moment.

In this thesis, we bring up three methods of association rules, decision trees and cluster to mine the most adaptive rent house. Furthermore, the website can improve the competition by finding out the most adaptive residents and house to make win-win situation.
Advisory Committee CHEN CHUI CHENG - advisor

Files No Any Full Text File.
Date of Submission 2002-07-01