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Author Tsung-Ming Lu
Author's Email Address No Public.
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Abstract
Since many changes have taken place, the social type of Taiwan has become M from pyramid now. Simultaneously, there is the same problem with buying power of customers. Face to the customers of M type, the strategy of marketing during future must be more complex from now. For this reason, how to make good use of market information and resource with industry for satisfy with different requires of customers, will become one of the most important work that industry have to be faced with.
In the past, most studies about market segmentation usually take the way with fixed segmentation to discuss a specific objective, which is not easy to adjust in the light of certain purpose. Different from statistic that had been used to analysis during past, this study will use decision tree which have some special functions with classification and prediction to improve not only association rule method but also the qualities about customers, and then based of cosmetic marketing for example.
What ways on this study will take to improve are strong points from decision tree and association rule, they will supplement the shortcoming with each other. Take the classification which decision tree can do clearly to resolve the problem with rules repeat frequently that association rule result easily. By the threshold set of association rule, it would be resolved that decision tree usually emergence a secret worry which build huge and take mistake frequently as there are too many data classification. To make good use of these two points to discuss a type of algorithms and to make sure the feasibility of this study method through test. I look forward to use this way to put in use on cosmetic market, from choose the variable with input and output for knowledge rule to take shape, discuss the relation of construction during the variable. Beside this, I also expect to use the knowledge from discuss to explore the rule's meaning on the cosmetic marketing, and to provide some ways for cosmetic industry, as they're set up market decision.
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