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Abstract
With flourishing development of information science and technology, the establishment can get easily more and more original data and materials that are including lots of potential and useful information that can offer establishment the formulation of management strategies as a reference. Data mining is an analytic skill that can analyze and find out the potential information among the original data and materials. Under data mining, the way used most frequently for prospecting original materials is decision tree of classification. According this divinable model, business can find out the relation between all attributes such as customers, products and regions etc, so that they can formulate some business management strategies like product-marketing base on these relations.
Formerly, most of mining technology were prospected the database directly. However, because of the profits of product, the improve of the product marketing will have different. If use the primitive classification. So, some of high profit and few trading frequency products, shall be ignored easily. We will mine marketing mix patterns of product items with weighted that product items will adjust the number of items in the trading materials. Additionally, we will mine marketing mix patterns of product items from the trading materials record of the sequence. These results of mining are very useful information for enterprises to draft the strategy.
Traditionally, during the process of building the decision trees, the reading of a large amount of trading materials causes the waste of resources. In order to improve the executive efficiency, we will mine marketing mix patterns of product items based on Boolean algorithm. Changing the trading materials into forms of bit “0” and “1” by operate with Boolean algorithm that usually needs to scan the trading materials in order to improve the efficiency of prospecting.
Keywords: data mining, classification, weighted, sequence, Boolean algorithm, marketing mix
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