URN etd-0407109-183715-1190
Author CHUN-HUNE YEH
Author's Email Address No Public.
Statistics This thesis had been viewed 46 times. Download 0 times.
Department
Year 2004
Semester 1
Degree Ph.D.
Type of Document Doctoral Dissertation
Language zh-TW.Big5 Chinese
Title Mining Market Segmentation and Product Association – A Study on an Automobile Parts Manufacture
Date of Defense 0000-00-00
Page Count 67

Keyword
Customer Relation Management
Data Mining
Market Segmentation
Association Rule

Abstract
The environment of industry is getting more and more competitive after Taiwan joined the WTO. The traditional manufactures in Taiwan have to face the competition form the other companies all over the world. As a result, to gain competitive advantage is an important issue for most companies. They must shift the focus of marketing from products to customers. The industries must get new and complete information about customer's behaviors for outperforming their competitors. The industries can establish the database of marketing information because of the marine and general of information technology. They can find all kinds of useful related information from a large amount of transaction data, such as consuming character of customers and demand through data mining technology. Besides, they could be used to satisfy the demand of the customers and enforce the loyalty of the customers and then increase the benefit of industries.
The analytic base of this study was from the trade information of an automobile manufacture. First, we apply cluster analysis to separate customers into four different kinds of groups and establish the market segmentation of customers. Then, we use association technique to find the consuming behavior character for each group. The study not only makes the company knows that what products customers purchase but also provides effective information and increase profit when salespersons contract with customers or do promotion.
Advisory Committee Kuan-Yeh Tung - advisor

Files No Any Full Text File.
Date of Submission 2005-08-02