A Study of Optimal Combination of Information Products by Applying Methodology of Data Mining

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ABSTRACT

The market of Personal Computer has divided into two group in Taiwan after popularity of the computer. One is brand, other is no brand (Do It Yourself: DIY). The computer has entered every home after the Internet as the member of the family. The only one group among users of computer will be insist on the way of assembling the components into the complete computers by themselves instead of products made in factory. They are the special symbol among so many brand computer users. The special group has owned the knowledge and skill, to construct and assemble a whole computer as their hobby and interest, especial for personalized representation different from others. They assemble the personal computer with add-on components between assembling computer with innovation and revolution toward the perfect computer. The more users in the group add more nonfunctional components like led display, control panel to be the totem of the personality from others. Our study hopes to explore the criteria of group and factors of purchase to understand the users of the e-stage about their choices of the products, hobby of usage, requirements and commercial behavior. The study hope to conquer the complexity and variety for assembling computer by the methodology of the Data-Mining to explore the all combinations of DIY computer and permutation of all components and find the optimal combination of information products and factors of design. The final result will derive some rules for designers to follow as their guiding for information products.

Keywords: Data-Mining 、e-Stage、Factors of Design、Assembling Computer

Table of Contents

中文摘要...................................................................iv
谢......................................................................vi
目 錄.................................................................... vii
圖 目 錄................................................................xiv
表 目 錄.................................................................xxvi
公式 目 錄..............................................................xxix
第一章 緒論.................................................................1
1.1 研究背景..............................................................1
1.2 研究動機..............................................................4
1.3 研究目的..............................................................6
1.4 研究重要性............................................................8
1.5 研究範圍與限制.......................................................12
1.6 名詞解釋.............................................................13
1.7 研究架構及流程.......................................................16
第二章 文獻探討............................................................20
2.1 資料探勘.............................................................21
2.2 關聯法則.............................................................28
2.3 Apriori 演算法.......................................................30
2.4 決策樹...............................................................34
2.5 模組化設計...........................................................42
2.6 綠色設計.............................................................46
2.7 模組化產品設計準則...................................................47
2.8 小結.................................................................48
第三章 研究方法............................................................50
3.1 研究程序.............................................................50
3.2 需求分析.............................................................54
3.2.1 市場分析.........................................................55
3.2.2 商業資料分析.....................................................55
3.2.3 廠商網站資訊分析.................................................56
3.2.4 實地賣場觀察分析.................................................56
3.3 產品特性分析.........................................................56
3.3.1 廠商產品線分析...................................................56
3.3.2 使用者組裝分析...................................................57
3.3.3 專家訪談.........................................................57
3.4 產品特性問卷要素分析.................................................58
3.4.1 組裝功能性分析...................................................58
3.4.2 組裝特性的分析...................................................58
3.4.3 問卷小樣本與專家分析.............................................59
3.5 資料探勘資訊系統設計.................................................59
3.5.1 Apriori 資料探勘演算法分析.......................................59
3.5.2 Apriori 資料探勘系統分析與設計...................................60
3.5.3 決策樹演算法分析.................................................60
3.5.4 決策樹系統分析與設計.............................................60
3.6 資訊系統資料探勘.....................................................61
3.6.1 資訊淨化.........................................................61
3.6.2 資料探勘.........................................................61
3.6.3 較佳化組合的結果驗證與調整.......................................61
3.7 電腦組裝資料探勘系統設計.............................................62
3.7.1 廠商資料輸入畫面.................................................62
3.7.2 使用者資料問卷輸入畫面...........................................62
3.7.3 廠商資料分析.....................................................63
3.7.4 廠商使用零件分


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