# A Case Study on the Application of Data Mining Techniques to Target Marketing

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ABSTRACT

As with the Internet, the broadband network''''s market is growing huge. Consequently, enterprises with limited resources cannot exe-cute one-to-one marketing directly and effectively. Instead, target marketing is useful for exploiting the most of limited resources. Fur-thermore, data mining is one of the workable and useful tools for tar-get marketing. Data mining is defined as the process of seeking in-teresting or valuable information in large data sets. This research conducted a case study on the application of data mining techniques to target marketing. First, cluster analysis was conducted using Intelligent Miner to cluster the data of customers who used the modem to dial and link with the Internet, and the result was tested by statistics. The result revealed a significant difference between clusters. Second, fuzzy theory was used to identify patterns in time series data of the dial-up customer''''s behavior. The aim was to increase the answer success rate when sales people interviewed customers by telephone. The research found that the answer success rate increased from 40% in normal situations to 65% in patterned situations. Overall this research found that the application of data mining techniques to target marketing was helpful for the case.

Keywords : Data Mining ; Target Marketing ; Cluster Analysis ; Fuzzy Theory

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