

Application of Decision Tree to Direct Marketing in Hair Beauty Industry

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ABSTRACT

As consumer's consuming quality is being upgraded, the consumers have changed their consuming concept on the hair beauty from traditional needs to the fashion and the health-oriented needs. Therefore, the domestic hair beauty proprietors should change their past business running type in order to meet a variety of consuming requirements. The change of the business type on current hair beauty industry not only focuses on the features of professional skills and hair styles, but also emphasizes the additional services of personalized hair beauty. The customers may then be treated with personalized, unique and exclusive services. The purpose of the Data Mining is to extract useful rules through the process of purification and classification from the customer transaction information stored in the database. In this study, the method is applied to direct marketing in hair beauty industry. The Decision Tree C5.0 algorithm of the Data Mining is applied to the direct marketing in hair beauty industry. Firstly, the customer transaction database edited by the hair beauty industry over the years is used to proceed with data classification. Secondly, the Decision Tree C5.0 of Data Mining is then explored to find out the relationship among the customer data, the hair designer's category, the type of consuming service and the merchandise category. The personalized marketing combination so as to increase customer's flow-back, business achievement and the customer's satisfaction through the direct marketing of the hair beauty industry is discussed and suggested. The results of this study can assist hair beauty industry to design a personalized marketing combination as well as service items, and offer appropriate hair designers, consuming services and merchandises to different types of customers.

Keywords : hair beauty industry, data mining, Decision Tree C5.0, direct marketing, customer's satisfaction ; Data Mining ; marketing ; data

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