

結合粗略集合論、支援向量機及最佳化演算法於顧客關係管理之應用

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摘要

本研究將結合粗略集合論 (Rough Set Theory ,RST)、支援向量機 (Support Vector Machine ,SVM) 及最佳化演算法的模型，應用在顧客關係管理的例子上。使用粗略集合論找出核心屬性，再將核心屬性作支援向量機的輸入，而支援向量機的參數 (C,) 使用粒子群體演算法 (Particle Swarm Optimization, PSO) 搜尋，結合以上的理論方法應用在信用卡問卷的資料中，最後以倒傳遞類神經網路 (Back-Propapation Neural Network, BPN) 及區別分析 (Discriminant Analysis, DA) 和本研究模型作比較、分析與討論。

關鍵詞：顧客關係管理；粗略集合論；支援向量機；粒子群體演算法；倒傳遞類神經網路；區別分析

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