

Dataminingová analýza na príklade jazykovej agentúry

Data mining analysis on the example of a language agency

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Abstract:

Clients have different needs and this is the reason why the aim of the companies is to settle down on the market and gain competitive advantage. It is necessary to find out and satisfy the customer`s needs with appropriate product or service. Data mining methods reveal not only the needs of the customers but also help to select the customers into larger units /segments with similar buying behaviour. The aim of this paper is selected data mining methods, for example clustering and prospect profiles, apply on clients and purchase orders database of a no named language agency. By clustering the data, we have obtained the data distribution and observed the character of each cluster. In addition, cluster analysis usually acts as the preprocessing of other data mining operations. Therefore, cluster analysis has become a very active research topic in data mining.

Key words:

datamining, cluster analysis, profile analysis, pivot tables, Chi-square test

Kľúčové slová:

dolovanie dát, zhluková analýza, analýza profilov, frekvenčné tabuľky, Chi kvadrát test

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