A SURVEY OF ASSOCIATION RULES TO CUSTOMER DIRECT MARKETING

A.PowlinMary[1], Dr.T.Ramaprabha[2]

M. Phil Research Scholar[1], Vivekananda College of Arts and Sciences for Women[1], Professor[2], PG and Research Department of Computer Science and Application[2], Vivekananda College of Arts and Sciences for Women[2]

ABSTRACT

Direct promoting must be a trendy enterprise with Associate in aim to more than the profit generated from marketing to a specific group of marketing consumers. A key to marketing is to test a set of consumers therefore on more than the profit come whereas minimizing the value. Achieving this goal is troublesome because of the very unbalanced and balanced information and therefore responds and therefore the money quantity generated by a response. Gift an answer to the current information drawback supported an ingenious use of association rules.. Association rule mining searches for all rules higher or lowest than associate in more than power threshold, as critical some rules in an exceedingly heuristic-based search. Promising association rules square measure value then designated supported the determined value of the shoppers they summarize. Designated association rules square measure wont the difficult KDD-CUP-98 dataset, this come within reach of generate supplementary income than the KDD-CUP first price and additional profit than the most effective result printed thenceforth, with 57.7% recall on responders and seventy eight.0% recall on non-responders. the typical profit per mail is three.3 times more than that of the KDD-CUP winner.

I.   INTRODUCTION

Direct marketing is a process of identify the potential trade industry call for to make out buyer of convinced harvest, and firm produce patron niceties and bank loan facts and indemnity company need to subsidize loan insurance products to consumers, fundraising organization need to identify latent donor,. Times past folder with reference to the earlier mailing operation, including whether a purchaser respond sales responder and the dough amount together and strict..

The real time price tag rate that cost susceptible treatment is obligatory in application similar to through selling purchaser. It projected the Meta Cost construction on behalf of in receipt of acceptable truthfulness base arrangement to fee-aware learning by incorporate a asking price environment for misclassifying class j into class i. examined the more general case where the benefit depends not only on the classes involved but also on the primary or individual customers x. A downside of this method is that they must to guesstimate the rules base class prospect which ignore the patron charge of x such as the bequest quantity. The client worth is simply thought of "after the fact" way the problem advantages into it opens up new way of avenues for profit estimation. Generate, the data can used in the KDD-CUP 98.

II.   CHALLENGES IN CUSTOMER MARKETING

Two challenges in customer marketing.

Challenge 1:

This inverse parallel might exist within the help to a similar client or completely different people. For a similar client, a usual handling is avoid multiple contributions with a particular period of time. For different customers, it implies that there area unit several "small marketing customers" creating little purchases and few" big marketing customers" creating big purchases. As a results of

superior possibility to retort, and pay no heed to "big clients". prior research address this problem one by one get the likelihood classification small type of marketing customer and re-rank the likelihood primarily based ranking by taking under consideration the client worth for big type of customer.
Challenge 2:

The soaring dimensionality and the panic board inhabitant's current a significant brave for extract the skin tone of the "react" group of pupils for minute type of purchaser and big type purchaser. The dataset is enormously elevated in spatial belongings, variables, and very shock in the "act in response" course group residents, barely smallest, equal calculate for category looking for such option is equivalent to look for a spike from a stack storage.

THE PROPOSEDAPPROACH

Every record can be respond and non-respond that is dataset-98. About five-hitter of proceedings district part answer minutes and consequently the take it easy area element "not respond" account. A kick is from erect a guess model of the bequest amount with the wisdom. This real life dataset presents two problems. First, there is usually associate degree inverse correlation related options.

III.   ASSOCIATION RULES MINING METHOD

Association rule mining module is used to find the frequent item set and generate the association rules for the Item sets .This module will performs the following tasks.
Three most important steps:

- Rule Generating
- Model Building
- Model Pruning

a) Rule Generating

Rule Generating rules useful for predicting responders;
In this algorithm for mining association rules. That n is data set are non-binary variable. In this denoted for the responds,(or) non-Responds, and Third type silent responders. We are calculate the third type of silent responders. We call such rules focused association rules. Then, calculating for first iteration is data set are responds, or non-responds the second iteration are silent responders. Silent responders are ϕ^1

b) Model Building

In that customer record we has the largest observed profit and than observed minimize profit. Denoted profit (r, t) pragmatic revenue of c is distinct as;

$$O\ avg(c) = \Sigma_b profit(a,\ b)/N\ ,$$

where b is a learn dataset. a is a record. N is the number of such records. known verification figures set profit prediction rule method. The resolution of a prophecy statute c is firm by the lowest profit of c$^{.1}$

$$O\ avg(c') = {}^{\Sigma b' profit}(a',\ b')/N\ ,$$

c) Model Pruning

Minimization record we can use summarize the tree structure algorithm. we used for parents tree and sub -tree can be used. We put in order set of laws into a occupation/sweeping statement ranking makeup, in which range than r and has the awfully top doable avg. The parent of r will act as the guess system in the

hierarchy in the bed-upbeat classify. By both non-sheet nodule r, we weigh against the totality expected return facing and after prune the secondary-hierarchy at r. If the prune increase the total anticipated return, we trim backside the subordinate hierarchy; otherwise, sub tree.

IV. CONCLUSION

Our get nearer near is to ballpark figure in a straight line the earnings generate on a client exclusive of ballpark figure the top secret. This policy opens up fresh give your word for return guess.we use association rules to summarize customer groups and to build a model for profit prediction. The improvement of the connection rule come near is its scalability of finding linked features that may on no account be bring into being in a confined search.

VI. REFERENCES

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