1. Record Nr.	UNINA9910131531603321
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Titolo	Effective CRM using predictive analytics / / Antonios Chorianopoulos
Pubbl/distr/stampa	West Sussex, England : , : Wiley, , 2016 ©2016
ISBN	1-119-01157-4 1-119-01158-2 1-119-01156-6
Descrizione fisica	1 online resource (390 p.)
Collana	THEi Wiley ebooks
Disciplina	658.8/12
Soggetti	Customer relations - Management - Data processing Data mining
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title Page; Copyright Page; Contents; Preface; Acknowledgments; Chapter 1 An overview of data mining: The applications, the methodology, the algorithms, and the data; 1.1 The applications; 1.2 The methodology; 1.3 The algorithms; 1.3.1 Supervised models; 1.3.1.1 Classification models; 1.3.1.2 Estimation (regression) models; 1.3.1.3 Feature selection (field screening); 1.3.2 Unsupervised models; 1.3.2.1 Cluster models; 1.3.2.2 Association (affinity) and sequence models; 1.3.2.3 Dimensionality reduction models; 1.3.2.4 Record screening models; 1.4 The data; 1.4.1 The mining datamart 1.4.2 The required data per industry 1.4.3 The customer "signature": from the mining datamart to the enriched, marketing reference table; 1.5 Summary; Part I The Methodology; Chapter 2 Classification modeling methodology; 2.1 An overview of the methodology for classification modeling; 2.2 Business understanding and design of the process; 2.2.1 Definition of the business objective; 2.2.2 Definition of the mining approach and of the data model; 2.2.3 Design of the modeling process; 2.2.3.1 Defining the modeling population; 2.2.3.2 Determining the modeling (analysis) level 2.2.3.3 Definition of the target event and population 2.2.3.4 Deciding on time frames; 2.3 Data understanding, preparation, and enrichment;