



Data Mining Approach for Retail Knowledge Discovery and Internet Technologies

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ABSTRACT: In almost all the industries Data Mining is an important tools for identifying usefull information from large amount of database. With the help of data mining revenue and reduce cost will be increase. For better strategies and decision the concept of data mining has emerged as a technique of discovering new pattern. Various data mining applications used in different section the basis of their needs and also discuss about various task involved in data mining. This paper attempts that how data mining apply in retail industry for the improvement of market campaign.

KEYWORDS: Data Mining Applications Review, Retail Industry, Market Campaign

I. INTRODUCTION

The retail sector has become an increasing dynamic and competitive business environment because of the rapid growth of globalization and internet of market. There are various activities of business and marketing are affect by the internet techniques. Internet is a resolutions foe amerce marketing, retailing shopping and activities for product and service. There are so many attributes of Internet in companies like there easy accessibility, convenience, communication and also very time saving. There are so many alternates of different problems huge amount of information available for making a decision.

For retailing there are so many activities perform and for this purpose huge amount of database will be created. "Data Mining" is a powerful technology to help company focus on important in data warehouse. It also predict future trend and behavior. Data Mining tools provide the answer of the question that are too time consuming to resolve it. Hence determining is prospered into new areas such as manufacturing., insurance, medical, reatail etc.. Data mining is used by different organization to increase the growth of the organization.

II. RELATED WORK

[3] in authors e-retailing – hymn the current vendors achievement the dissertation internet live an effective intermediate so as to know how to offer away while an exclusive display place used for enlargement trade brand. Trade marketplace observer revolution. In attendance duplicate during support e-retailing exist element growing section previous marital age of quick change, confront & occasion inside trade marketplace. [4] in authors has developed challenges affecting the organized retail sector in this paper the trade manufacturing have be terrified undo toward distant main plus be crammed by group performer struggle toward present huge crop plus currency toward customers. Investigate manuscript provide existing position trade separation within & complete in sequence concerning confront face in go segment.

[7] authors rustic transaction inside –altering example, this paper inside globe slash gullet rivalry, each vendor be penetrating improved answer with goods by armed forces toward serve up conclusion user, approximately 70 % inhabitants be reside inside country otherwise partially built-up region within current existence, rural market hold obtain insinuation, since inside universal improvement prosperity include general amplify into purchase influence country society into detail have be predictable so as to the pastoral marketplace be increasing on period velocity inner-city market.

[10] authors has proposed organized retailing in India : opportunities and challenges ,this paper is ranked as biggest retail market whole world. To be grade subsequent the majority good-looking advertise intended for speculation and is very much fragmented by nature. Organized retail in India was valued at 96,500 crore in 2008 with an impressive growth rate of 35- 40% in the last few years as compared . now with a few to further boost and incentivize retail



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industry government of indian introduced the new fdi policy for retail which is also expected to boost the organized retail sector and contribute to the overall growth of the country. [11] authors A imminent keen on enlargement novel sell set-up, currently transaction marketplace convert in promising advertise so as to considerably alter in the increase & in its invest pattern. The offline & online retailers connect in leisure their striking role to accept this fresh trend & do research to sell their crop with their possess approach. Dynamics transform are create in customers & retailer study their wants & try to do new to convince the customers. [12] authors internet marketing research: opportunities and problems, internet happens to a radiant opportunity for advertise researchers. Consequently lots of investigation has been behavior on the transaction & it performance eight dissimilar designs so as to worn in the marketplace policy. The internet natural history creates dissimilar example troubles.[13]authors Data Mining Provides Retail Understanding, The data mining development used to be an extremely technological procedure required mathematicians to construct the examination for company. Other than today's data mining information present retailer the tackle they need to create intelligence of their purchaser information and be relevant it to commerce. [14]authors CUSTOMER DATA CLUSTERING USING DATA MINING TECHNIQUE, Classification and outline taking out as of consumer information is extremely significant for commerce hold and choice manufacture. Appropriate classification of recently on the rise tendency is extremely imperative in industry development. Huge businesses are having enormous quantity of data but ravenous for familiarity. To trounce the association present subject, the fresh variety of system is compulsory that has brainpower and competence to explain the familiarity insufficiency and the technique is called Data mining.

III. OBJECTIVES

The essential objectives of the current research study consist of:-

- To identify the core motive for the customers with high preference towards online and offline channels.
- To recognize the reasons of satisfaction and dissatisfaction among the customers with admiration to online usage of goods.
- To found the issues that pressures the new generation to uses online channels rather than offline.
- To detect the insecurity in online channels
- To establish the pros and cons phases of online channels
- To analyze the quality of customer needs, services and retention

IV. RESEARCH METHODOLOGY

The research methodology basically is the structure accomplishment preparation that assume in carrying out the outcome of the research. This idea gives the actual model of the research area.

The steps involved during the research are following:-

- To study the cosmos concerning to customers & e-customers.
- To develop a questionnaire consisting of various questions/parameters.
- To interact with the retailers, customers & e-customers in obtain their views, ideas based on questionnaire.
- To analyze the collected response by using various statically test & data mining techniques.

V. RESULTS

Various responses from e-customers have been collected according the questionnaire framed. The response collected is mined using clustering and analysed that is presented below.



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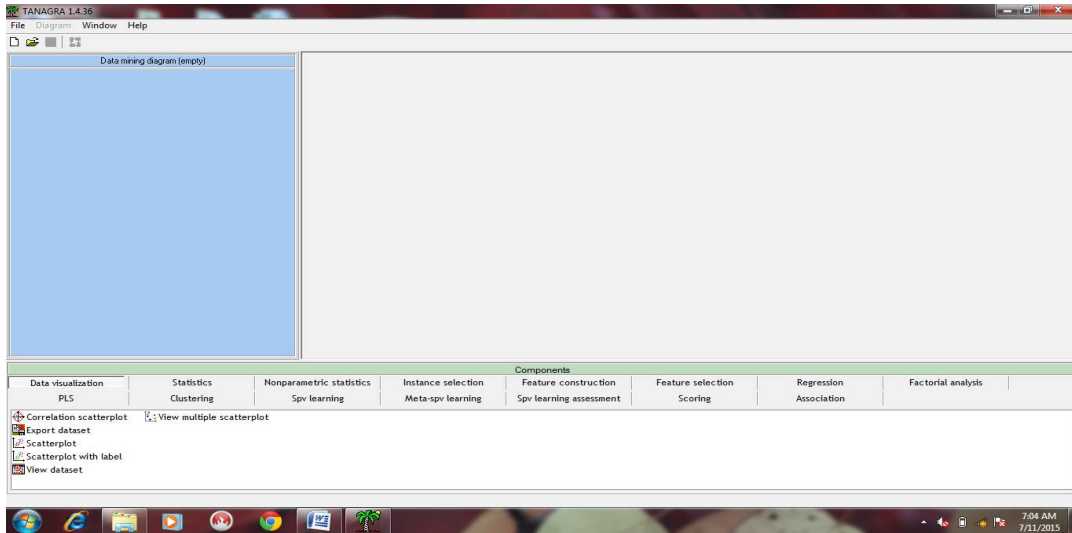


Fig 1.1 It shows the Tanagra tools window.

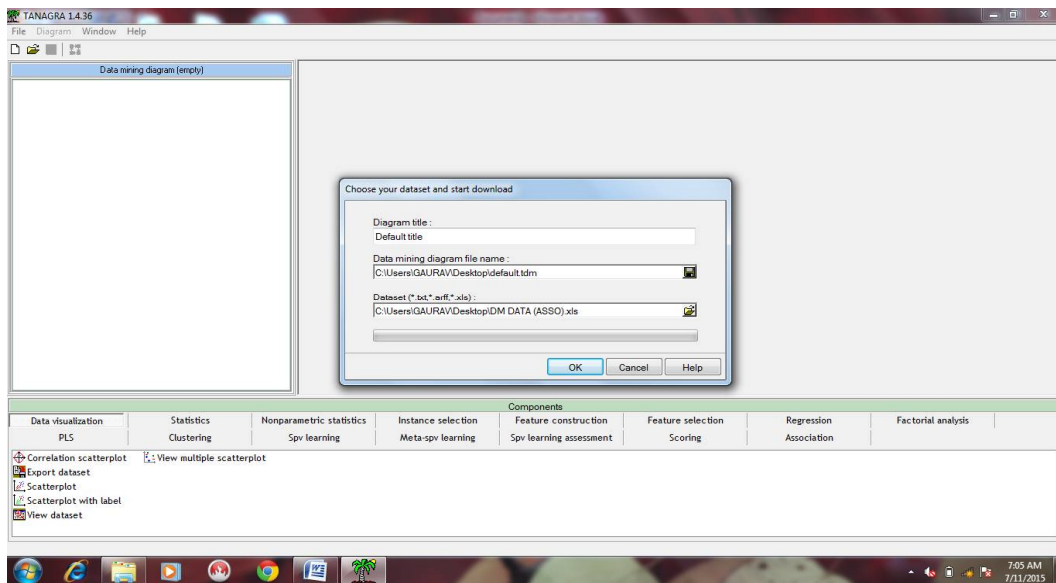


Fig 1.2 It shows how to import database file into tanagra.

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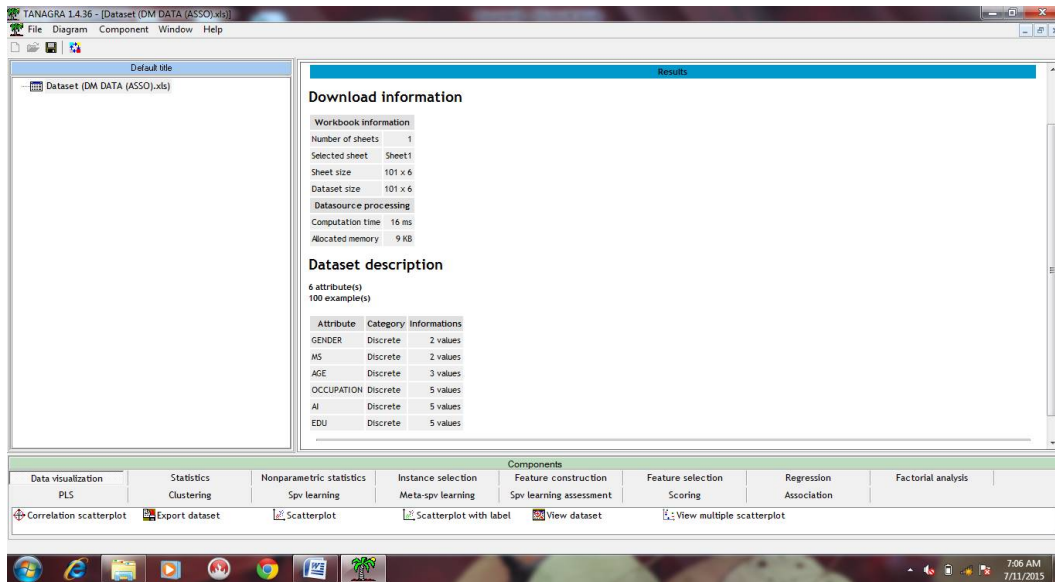


Fig 1.3 It shows dataset with number of rows, columns and attributes.

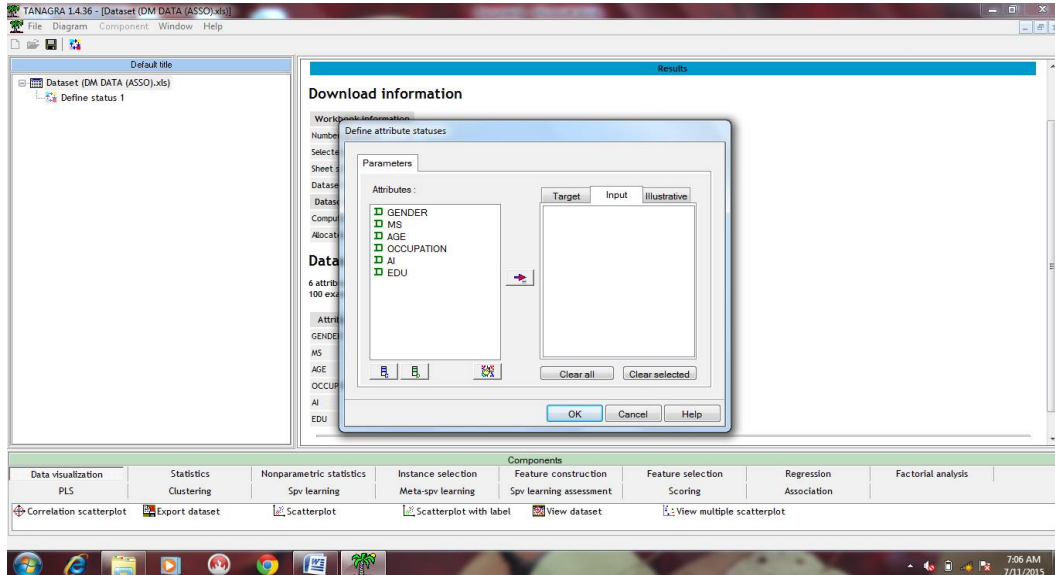


Fig 1.4 It shows hoe to define status. It shows discrete and continuous attributes.

VI. CONCLUSION AND FUTURE SCOPE

After reading paper it can be see that there is no prediction that which group of customer used to e-shop more than others. Then after setting the values of support and confidence, every marketer can check the particular group for their sales. Qualified customer used to e-shop as it require computer and internet knowledge. In future it can be extended with wider area such as state or different states. Difference between various websites or states can be done. More powerful tools such as neural networks etc. or other data mining techniques can be applied for refined results. Sample size can be taken more in order to gather more response which may improve the results.



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