Faculty of Computer Science
CS6999 Reading Course Presentation

Data Mining Methodologies - Survey of Customer Profiling

By
Xiaowen Xu & Yu Guan
MCS Students
Faculty of Computer Science

Wednesday, March 26th, 2003
3:30 p.m.
ITC317

STUDENTS ARE ENCOURAGED TO ATTEND

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In today's severe market competition, it is important for an enterprise to keep satisfying its current customers and find new customers unceasingly. Customer profiling is the process of collecting and analyzing the profile data of existing customers, so as to customize marketing efforts accordingly. We will talk about different kinds of profile data and data mining technologies applied in profiling. Based on artificial data, some results from association rule and Bayes's rule will be presented as well.