Campaign Strategy – Data Mining Technology

(Data Mining Marketing Application)

RIVERS

Marketing Theory

4P

Product Centric to Customer Centric

4C

Information Explode

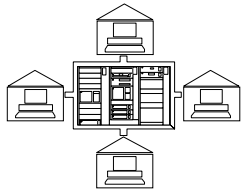
Manual to Mechanical

Database

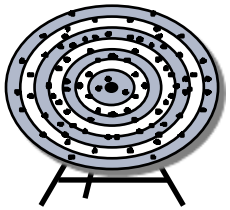
Marketing Tools

Experience rules

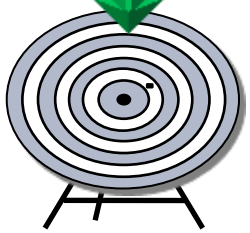
Experience to Science



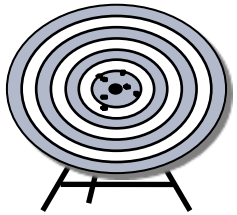
DATA MINING



"Shot gun"
(Massive Marketing)



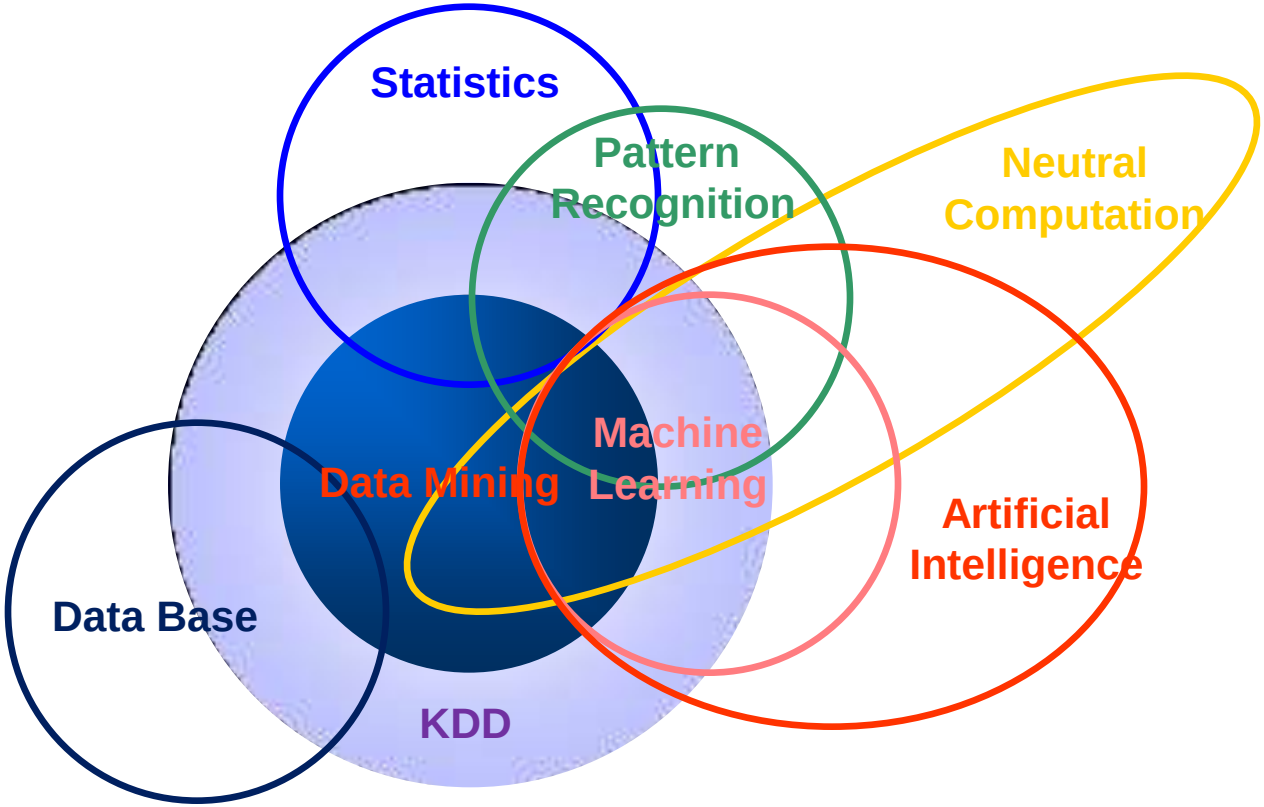
"Marks man"
(Experience Rules)



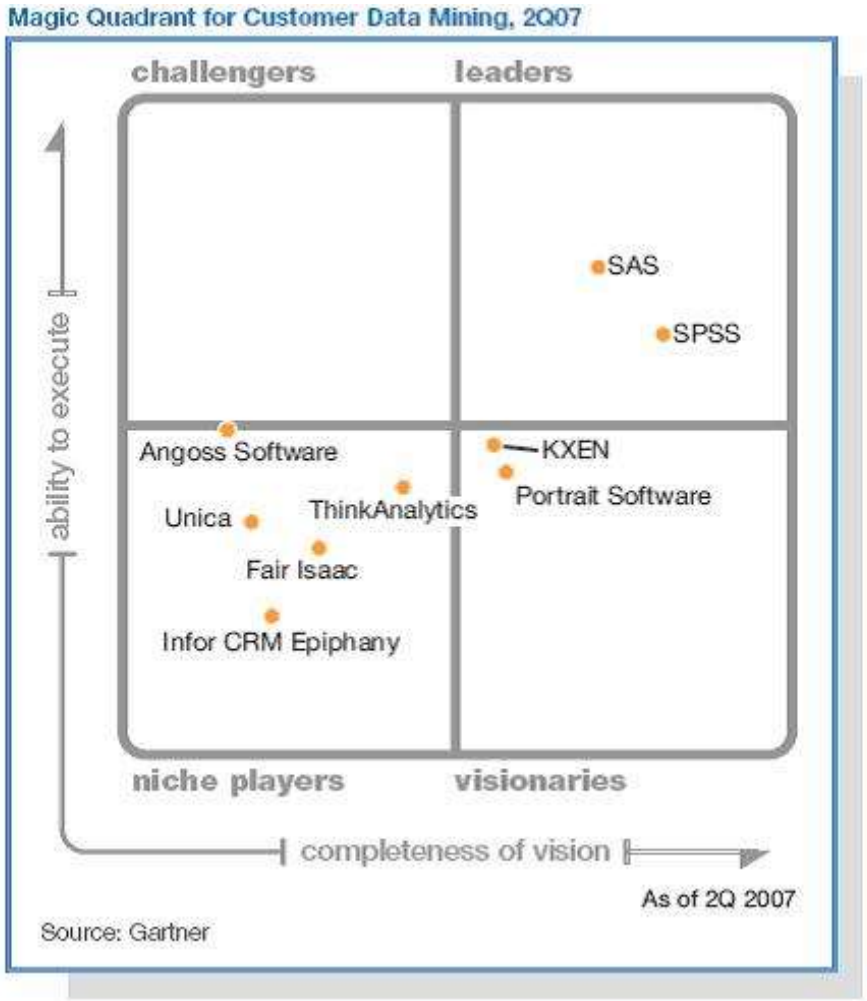
"Automatic Pistol"
(Response Model)

Campaign Strategy – Data Mining Technology

(Data Mining Is a Cross Subject)

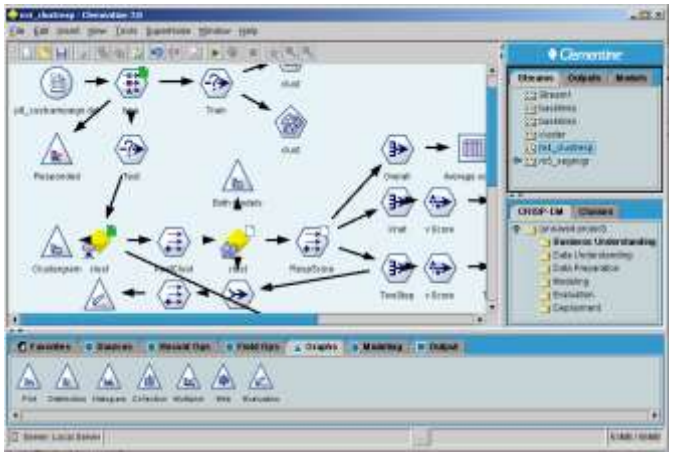


Campaign Strategy – Data Mining Technology
(Data Mining Tools)



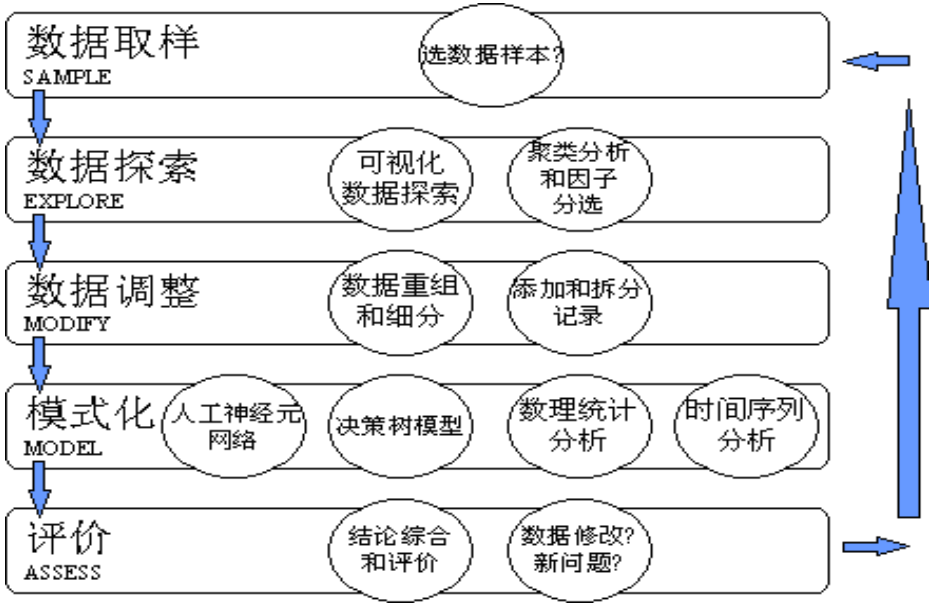
EM EnterpriseMiner sas

Clementine SPSS

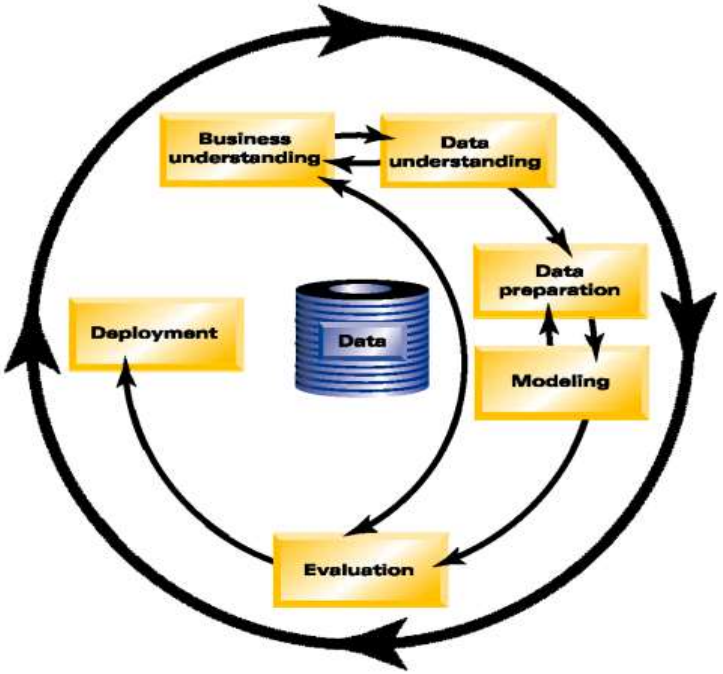


Campaign Strategy – Data Mining Technology

(Data Mining Methodology – SEMMA & CRISP-DM)



Complete SEMMA methodology



Cross-industry standard process of data mining(CRISP-DM)

Campaign Strategy – Data Mining Technology

(Response Model Working Flow)

RIVERS

Historical Data

Behavior Data

Demographic Data

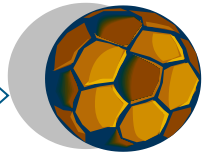
Other Data

I

Predictive Model (Response)

Select Suitable Algorithm

Decision Tree



Output

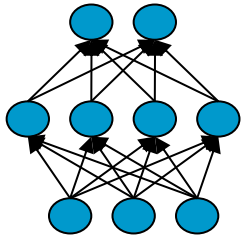
Output
Yes
No

Logistic Regression

Output

Score
1
0.95
0.90
0.85
……
0.05
0

Probability



Neural Network

Output

Validation

II

Next Campaign Data

Response Model

Predict Response Scoring for Next Campaign Accounts

Campaign Strategy – Data Mining Technology

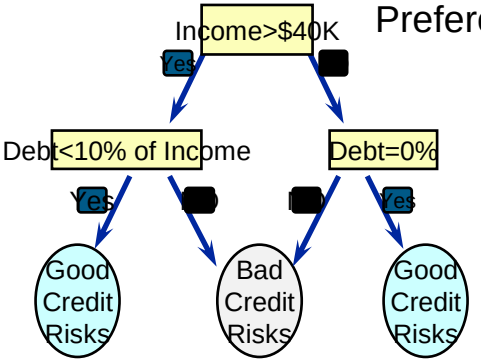
(Data Mining Model Algorithms)

Campaign Strategy – Data Mining Technology

(Data Mining Model Algorithms Application)

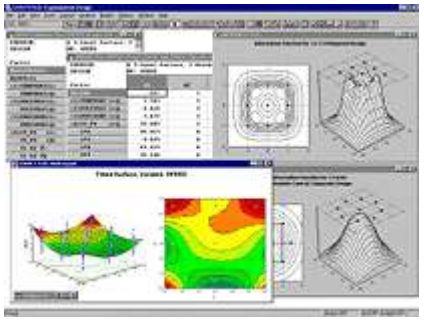
RIVERS

Decision Trees

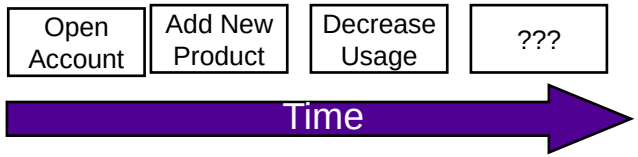


Multinomial Logit (MNL)

Preference Analysis



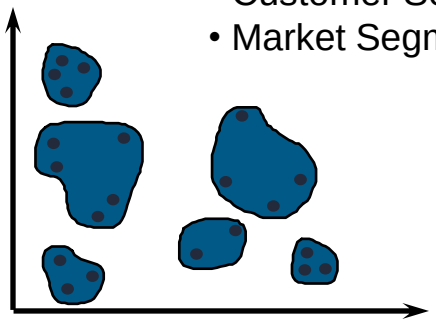
Sequence Analysis



- Customer Maintain
- Customer Lifecycle Management
- Target Market
- Price Sensitivity Analysis

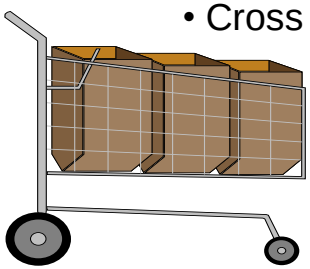
Cluster Analysis

- Customer Segment
- Market Segment

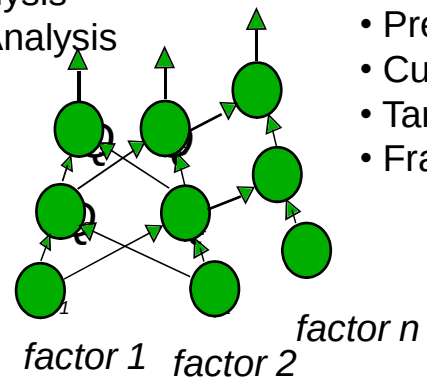


Association Analysis

- Market Matrix Analysis
- Product Portfolio Analysis
- Catalogue Design
- Cross Selling



Neural Networks



- Preference Analysis
- Customer Maintain
- Target Market
- Fraud Audit