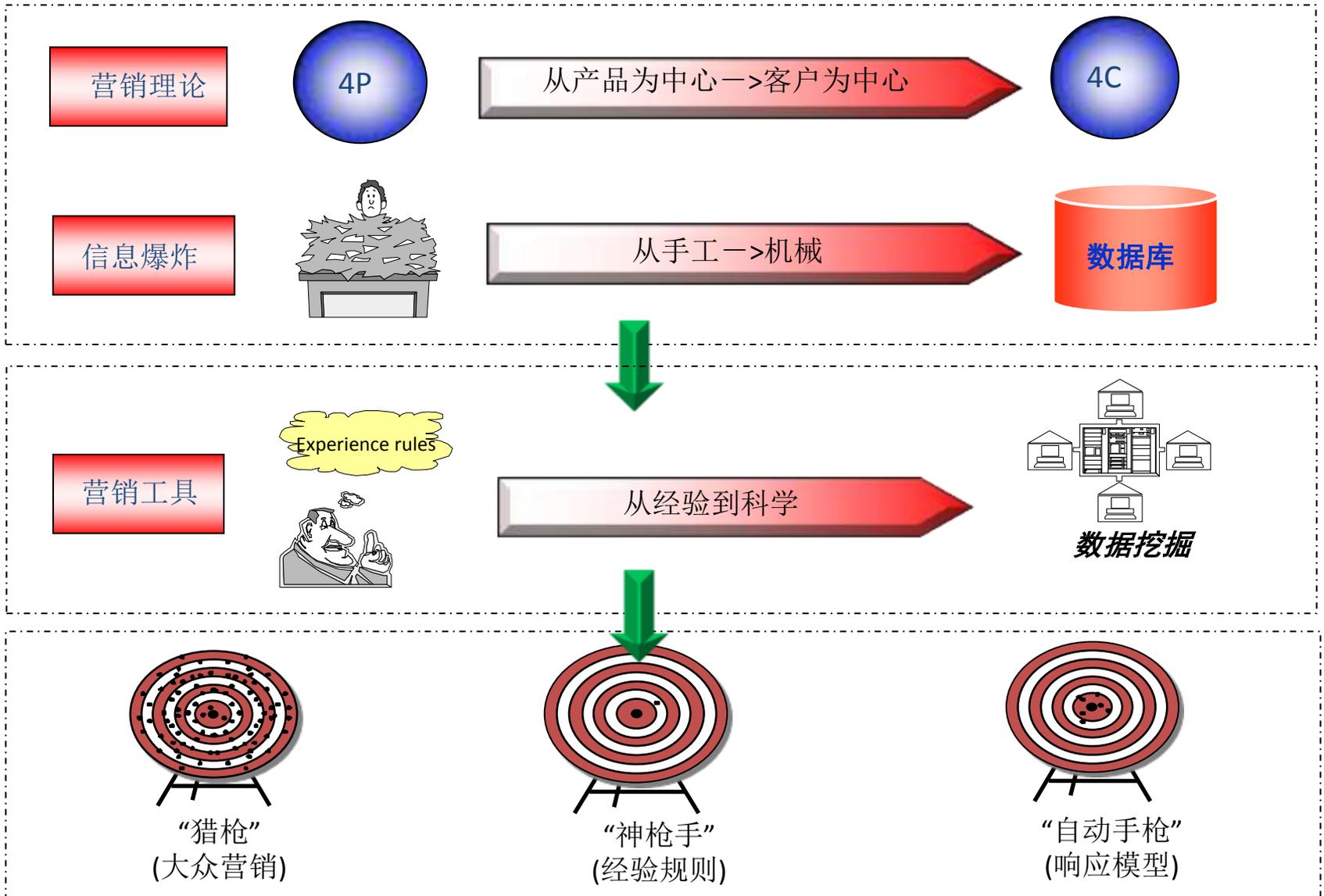


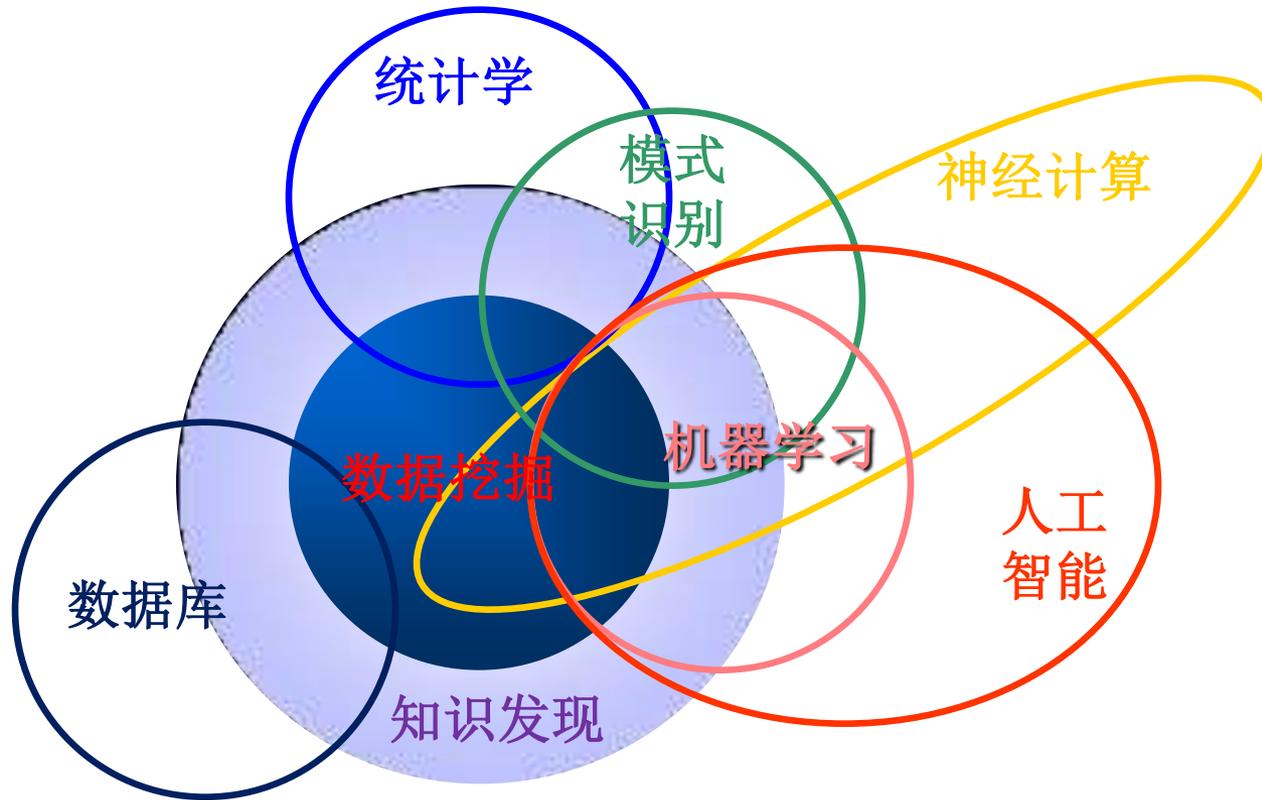
# 营销活动策略—数据挖掘技术

(数据挖掘营销应用)



# 营销活动策略—数据挖掘技术

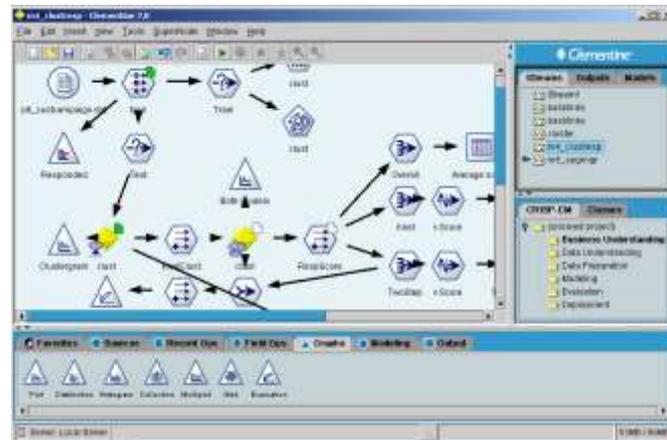
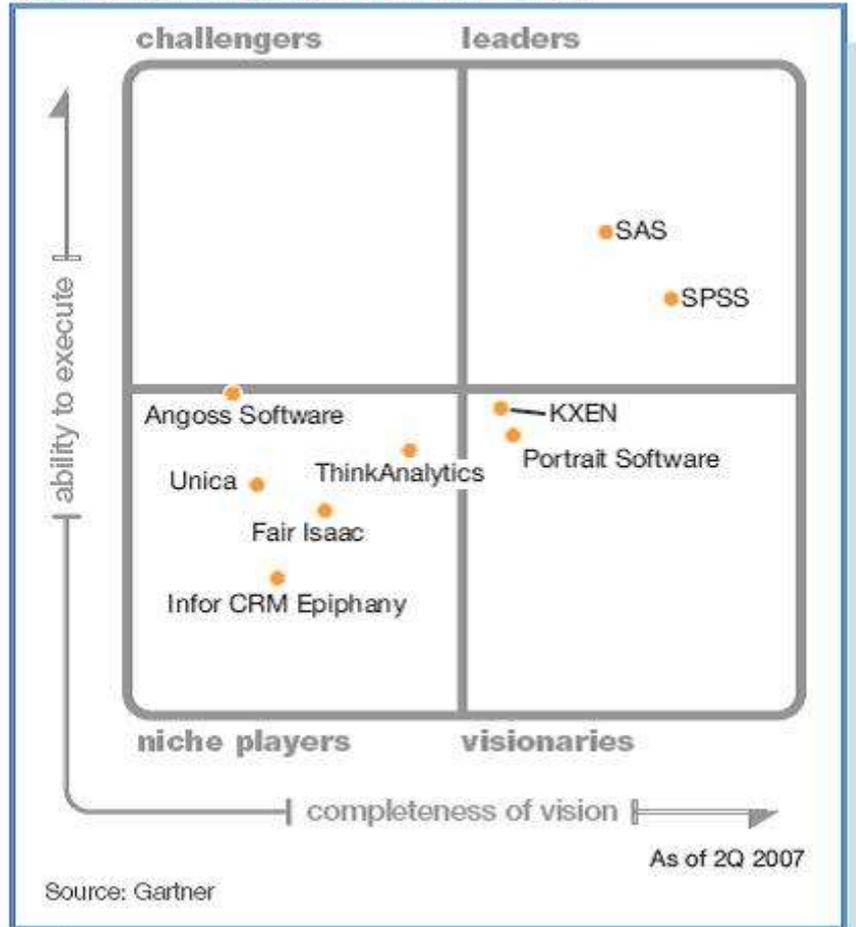
(数据挖掘是一门跨学科技术)



# 营销活动策略—数据挖掘技术

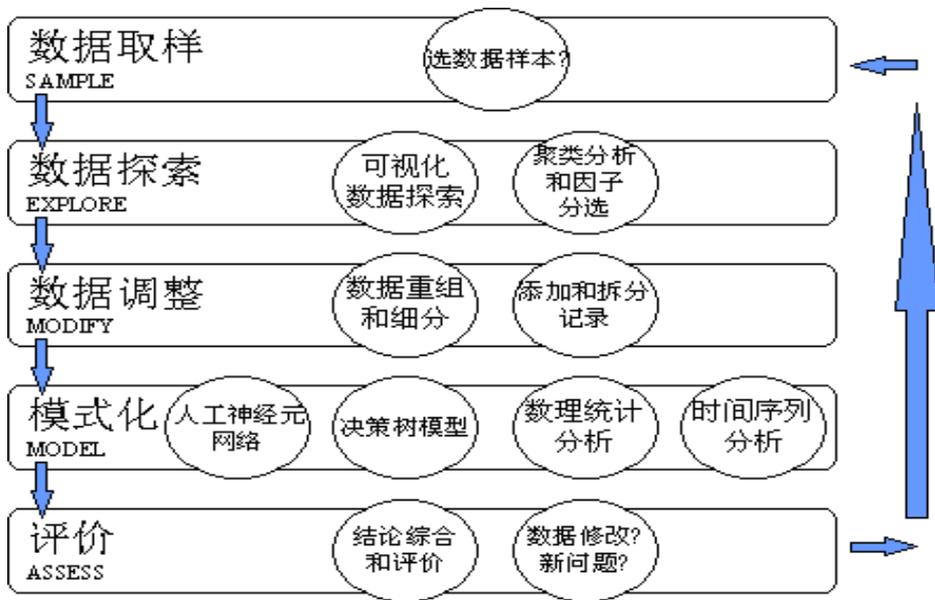
(数据挖掘工具)

Magic Quadrant for Customer Data Mining, 2Q07

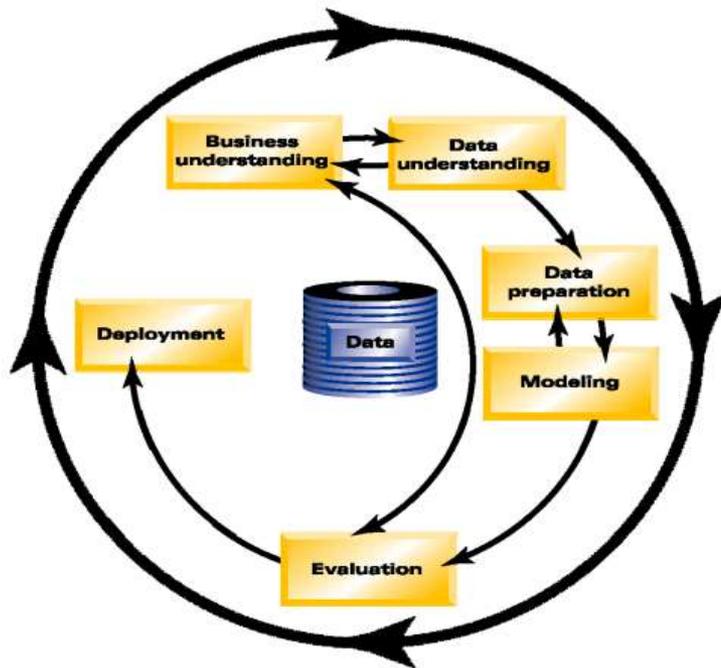


# 营销活动策略—数据挖掘技术

(SEMMA方法论和跨行业数据挖掘标准流程)



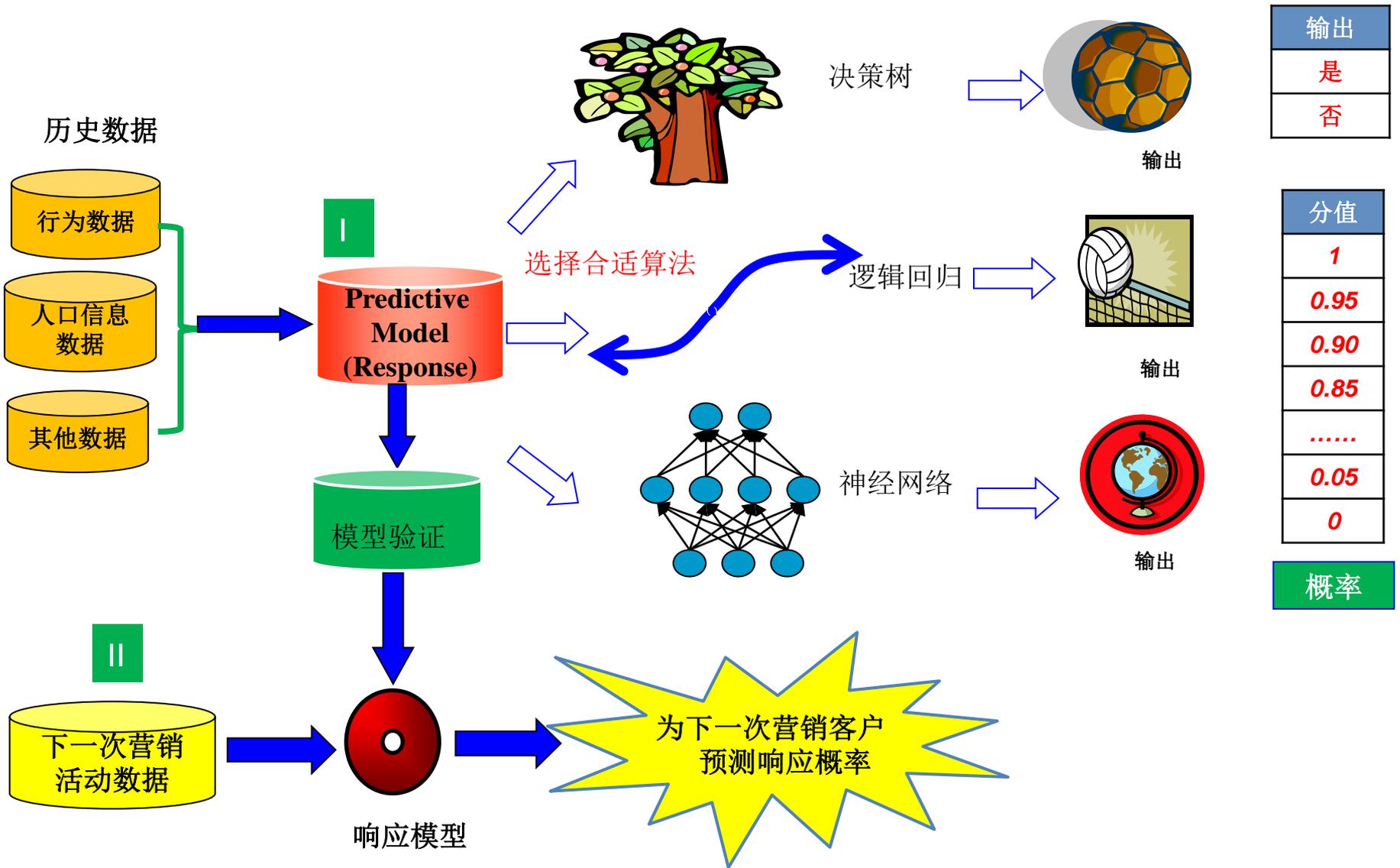
完整的SEMMA方法论



跨行业数据挖掘标准流程 (CRISP-DM)

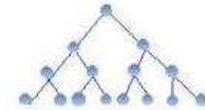
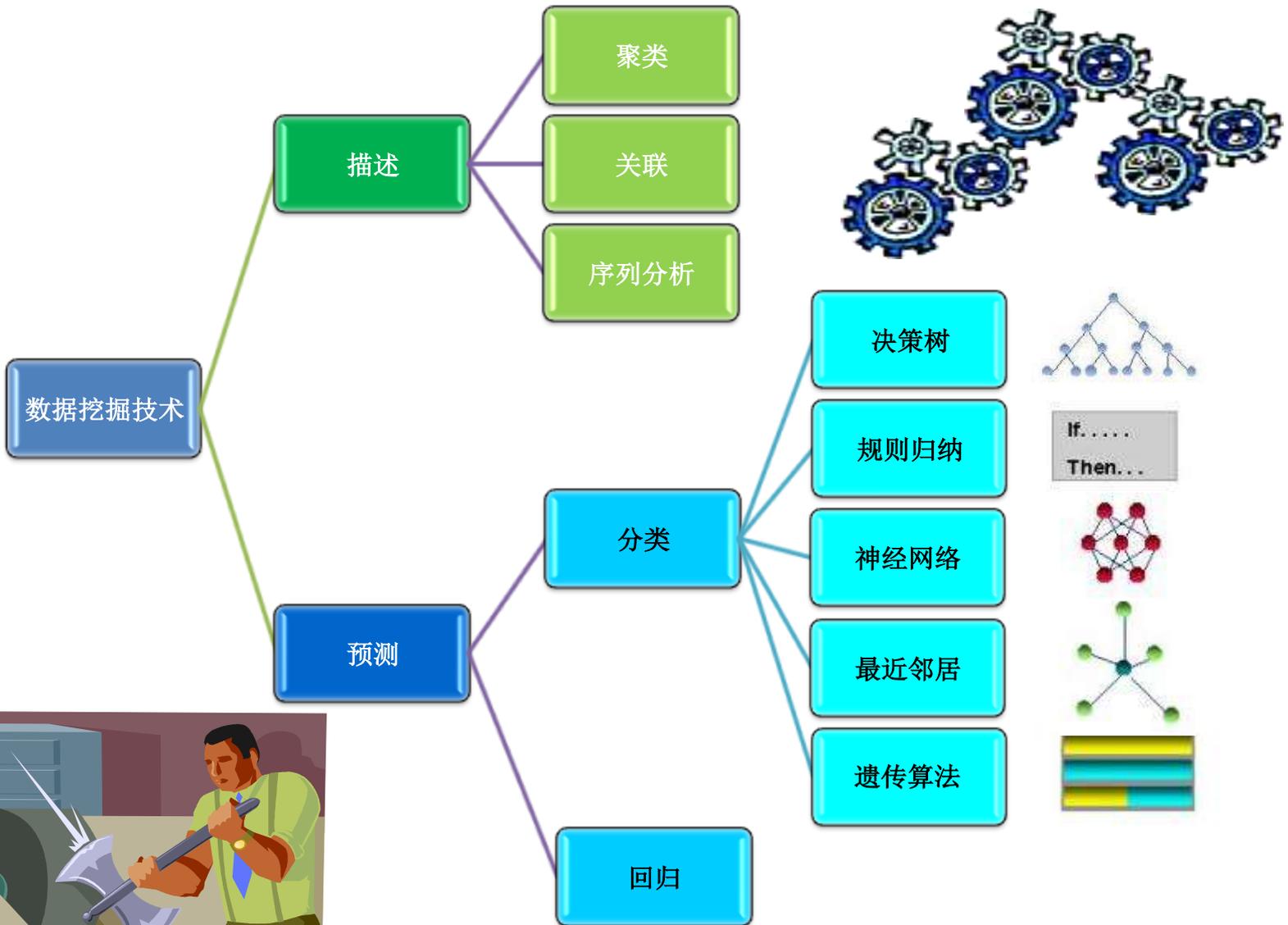
# 营销活动策略—数据挖掘技术

(响应模型工作流程)

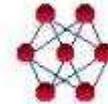


# 营销活动策略—数据挖掘技术

(数据挖掘模型算法)



If....  
Then...

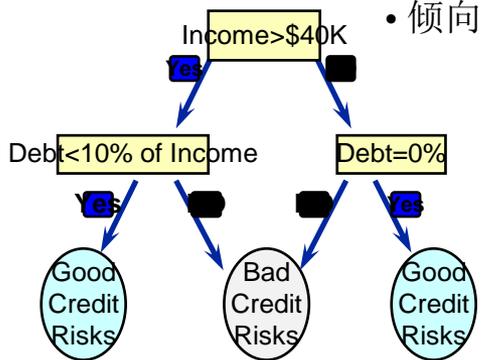


# 营销活动策略—数据挖掘技术

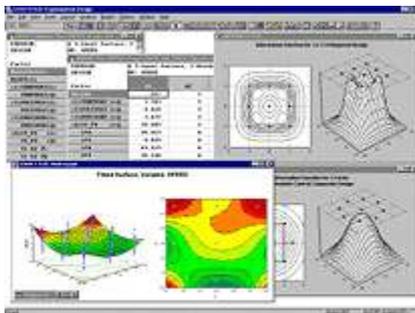
(数据挖掘模型算法应用)

## 决策树 Decision Trees

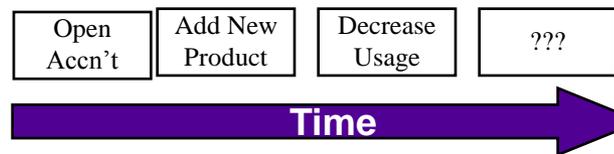
• 倾向性分析



## Multinomial Logit (MNL)



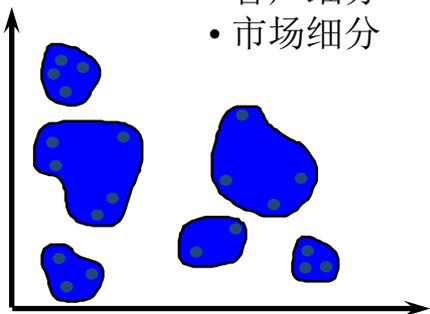
## 序列分析 Sequence Analysis



- 客户保留
- 客户生命周期管理
- 目标市场
- 价格弹性分析

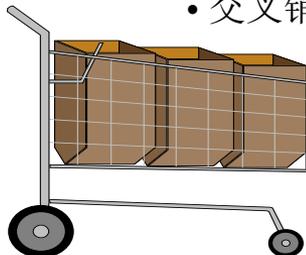
## 聚类分析 Clustering

- 客户细分
- 市场细分



## 关联分析 Association

- 市场组合分析
- 套装产品分析
- 目录设计
- 交叉销售



## 神经网络 Neural Networks

- 倾向性分析
- 客户保留
- 目标市场
- 欺诈检测

