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## Membership Card Generation based on Clustering and Optimization Models

By Bhattra, Premial

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | A Method for Membership Card Generation in A Hypermarket | The research aimed to develop a methodological approach for clustering of customers based on their characteristics in order to define membership cards based on mathematical optimization in a hypermarket. Data mining as a technique is used to find interesting and valuable knowledge from huge amount of stored data within databases. We employed hierarchical and fuzzy clustering method in data selection preprocessing step for customer segmentation. Further, a methodological approach for clustering of customers based on their characteristics in order to define membership cards based on mathematical optimization is devised in this research. This study provides a basis for generating customer membership cards in a hypermarket by way of data mining techniques. Fuzzy clustering method helps to cluster similar customer information into groups. The resulting clusters are then used for optimization model in order to generate membership cards. | Format: Paperback | Language/Sprache: english | 80 pp.


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