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## APPLICATION OF DATA MINING TECHNIQUES



Mulugeta Asres  
**Application of Data Mining  
Techniques**  
In Customer Classification and Clustering:  
The Case of Ethiopian Telecommunications  
Corporation



Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | to Customer Classification and Clustering: The Case of Ethiopian Telecommunications Corporation | Data Mining is a multidisciplinary field that focuses on data analysis and understanding. It is the process of analyzing data from different perspectives and summarizing it into useful information such as patterns, classification, clustering or segmentation, etc. that used for prediction and decision making purpose. To analyze the market situation of business organizations like ETC, having customer data is vital,...

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