



Data Mining Techniques in CRM: Inside Customer Segmentation

Konstantinos K. Tsipstis, Antonios Chorianopoulos

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A complete and comprehensive handbook for the application of data mining techniques in marketing and customer relationship management. It combines a technical and a business perspective, bridging the gap between data mining and its use in marketing.

It guides readers through all the phases of the data mining process, presenting a solid data mining methodology, data mining best practices and recommendations for the use of the data mining results for effective marketing. It answers the crucial question of 'what data to use' by proposing mining data marts and full lists of KPIs for all major industries. Data mining algorithms are presented in a simple and comprehensive way for the business users along with real-world application examples from all major industries.

The book is mainly addressed to marketers, business analysts and data mining practitioners who are looking for a how-to guide on data mining. It presents the authors' knowledge and experience from the "data mining trenches", revealing the secrets for data mining success.

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