

Provide a classification system based on data mining for subscribers (Case study: Power Distribution Company)

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Abstract Customers are the only source in many organizations. If a company has more customers, it has more income as well. Then more companies try to keep their customers and for that they try to absorb new customers. Always a competition exists among the companies to attract customers. Organizations and corporation usually try to provide good and suitable services base on their customers' interests and manners. In business several topics exist for classification like: Potential customers who turned into the actual ones, type of product which customer buys company, amount of income that organization has been earned by customer, customers who considered as special ones and etc, have been classified in different organizations and for that, established different tools and ways. Customers' classification leads to provide special benefits for people who earned better position. Identify, absorb and preservation a good customer makes abundant profits for organizations. Data mining is a new and solid technique to assist organization to recognize algorithms in customers' data center and it is a direct marketing process related to attract customers and identify target clients is vital at this process and identify process of target customers is really important in competitive circumstances. Customers' classification applied data mining to recognize target customers. This study is aiming to classify customers using with data mining algorithm such as X, Y, Z. This is a customers' case study, in Qazvin's electric power distribution corporation. Simulation results on Clementine platform show that population's index is most effective on rate of electricity consumption in every sextet's categories. This outcome is aligning with electricity expertise, because if the numbers of subscribers are increased, then definitely the amount of power consumption (not constantly) is increased as well. The scorned effective index in sextet's categories is a humidity index. In many categories, rate of power consumption is nearly as effectiveness as humidity index.

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